

# Contacts



*"Miss Winnipeg"*

OCTOBER

1947



# Christ

## FOR WINNIPEG MISSION

CIVIC AUDITORIUM

*For Every Winnipeg Citizen*

OCT. 5th to 26th

This city-wide mission has been in preparation for nearly a year. It is sponsored by 140 local churches in the belief that a religious awakening is the greatest need of the world today — in fact, it is acknowledged in all quarters that this is the only hope for civilization's future.

The mission will begin Sunday night, October 5th, at 8:45. It will continue for three weeks, being held each evening (except Mondays) at 7:45. There will be no meeting on Wednesday, October 22nd.

The final meeting will be held Sunday evening, October 26th.

Mr. Thos. B. Rees, a great layman leader of the Anglican Church, London, England, will be the special preacher and leader. Mr. Beverley Shea, eminent baritone, of Chicago, will be soloist for the first two weeks, and large choirs selected from city churches will lead in the congregational singing.

***Citizens of Winnipeg—These Are Your Meetings!***



## EATON NIGHT!

A great many Eatonians will be attending these meetings during the entire three weeks of this city-wide mission, and they will, of course, be welcome on any evening.

However, **Tuesday Evening, October 21st**, has been set aside as **Eaton Night**, when it is hoped that Eatonians will attend in especially large numbers. Seats will be reserved for you until 7:35 p.m. Just state that you are an Eatonian.

# CONTACTS

OCTOBER, 1947



## IS YOUR SLIP SHOWING?

**"The Root of Business Must Always Be Service to the People"—Andrew Carnegie**

Is your slip showing? Yes, folks, many of your service slips have been showing for the last seven years! Service to the shopping public slipped badly during the war. There were shortages of man power, shortages of materials, everybody wanted to buy and few had to try to sell. The technique of and zeal for salesmanship took a beating. However, the "honeymoon" is over. Stores everywhere are starting to clean house.

Here at Eaton's we've been brushing up, too, getting ready to give our customers that peerless Eaton service of pre-war days.

The recent campaign sponsored by the Assistants Association was the beginning of this store-wide crusade for better service. The results achieved on the various tours of departments were most encouraging and far reaching. This was not a campaign in which there were monetary rewards. Yet the enthusiasm was most marked and the co-operation of all ranks was spontaneous—the true Eaton spirit at work!

Consequently, we are asked by the Assistants to say "thanks a million, Eatonians," for backing up the committees on this all-important project!

### **Personnel of the Committees:**

**Campaign**—T. R. Humphreys (chairman), W. Spenceley, L. Croft.

**Organization**: R. N. Gregg (chairman), W. Harris, W. Boston.

**Publicity**—E. Gould (chairman), A. Sizeland, W. E. C. Hurlburt.

Striding forward towards the mark of true Eaton service, let us remember this:

**New ideas** and the application of modern selling principles are necessary to keep in step these days—

**There are ways** of handling men and women that meet the temper of the times better than they could a decade ago—

**Good service** means not only values in Eaton merchandise, but the courtesy, intelligence and skill of Eaton service!

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## "IT MUST BE A GOOD PLACE TO WORK"

### **Thirty-seven Roll Up 1,165 Years With Eaton's in Past Month**

During the past month thirty-seven Eatonians of the western division have rolled up anniversaries aggregating almost twelve hundred years! The score for the four weeks is as follows:

40 years.....	2
35 years.....	18
30 years.....	6
25 years.....	11

This October issue of *Contacts* reports twenty-four of these anniversaries, with accompanying pictures. (Those occurring later in the month will appear in November *Contacts*.)

It's an impressive score, Eatonians, and to quote from a letter written us by a Yorkshireman who picked up a copy of *Contacts* over there: "Eaton's must be a good place to work, you have so many employees with long service records!"

# EATON'S STAGES TWO IMPORTANT BANQUETS AT VICTORIA

## Weekly Newspapers' Association and B.C. Postmasters Honoured by Company

The T. Eaton Co. Limited, of Canada, is currently staging two important banquets at Victoria, B.C.

Both are being held at the Empress Hotel. The first, on Thursday evening, September 25th, will be in honour of about 425 representatives of the Canadian Weekly Newspapers' Association, and the other, on Thursday evening, October 2nd, will mark the annual convention of the British Columbia Postmasters' Association, when about 300 are expected to be present.

Mr. Gilbert M. Eaton, director, is presiding at the newspaper dinner, which will be attended by a number of prominent Victoria officials of provincial and civic life. Mr. R. J. Fry, supervisor of Winnipeg city advertising, will speak on "The Place of the Canadian Weekly Press in the Life of the Nation."

It is planned that Mr. Fry will remain over in Victoria and also address the postmasters' gathering, at which Mr. H. L. Westman, manager of the Eaton branch store at Vancouver, will act as chairman. For this latter dinner, Mr. George Latimer, of the Winnipeg mail order, will also journey to Victoria. Mr. Eaton will return to Winnipeg following the newspaper function.

## RECENT APPOINTMENTS

### Winnipeg

Department W223—Beauty shops:

MISS L. MEADE, first assistant.

Department W214:

Department 14 M.O.—Candies:

MR. M. E. FREEMAN, first assistant.

MR. A. L. OSBORNE—In charge of mail order merchandise office.

MR. J. K. BARLING—Assistant to Mr. A. L. Osborne.

Department W233—Wash goods, prints and linings, silks, woollens;

Department W333—Patterns:

MR. P. E. ODELL, head of department.

Department W278, Contracts—

MR. A. E. MARKES, head of department. Mr. Markes will be in charge of the contract office and be responsible to the 6th and 7th floor merchandise office representative.

### Calgary

Department C267—Draperies, pictures, paints, wallpaper:

MR. J. L. MOGRIDGE, head of department.

### Lethbridge

Department L270—Furniture, house furnishings:

MR. D. McNABB, first assistant.

### Moose Jaw

Department MJ236—Wash goods, silks, woollens, patterns, staples, linens:

MR. A. L. BEST, head of department.

### Saskatoon

Department S212—Books, stationery, drugs, candies, jewellery, notions, fancy goods, wools:

MR. H. W. COXFORD, first assistant.

Department S260—Washing machines, vacuums, electricals, pianos, etc.:

MR. M. T. WELLS, first assistant.

### Regina

Advertising Office—MR. A. F. GOMEZ, head of department.

### Medicine Hat

General office, C.A., B.P. and D.A.:

MR. C. CARR, head of department.

### Prince Albert

Department PNC 212—Gloves, hosiery, neckwear, books, stationery, drugs, jewellery, notions, fancy goods, wools:

MR. G. M. BOMPAS, head of department.

### Vancouver

Department V260—Stoves, refrigerators, radios, washers, ironers, vacuum cleaners, sewing machines, records, furnaces, bicycles, electric lamps, appliances and fixtures:

MR. J. F. EARL, first assistant.

### Cranbrook

MISS JEAN A. NIVEN—In charge.

### Mail Order Offices

Prince George, British Columbia:

MR. A. W. DAVIS, in charge.





Mr. W. H. Dermody



Mr. C. Caney



Mr. J. P. Cook

## WHAT'S THE IDEA?

Do you ever try to do any constructive thinking about your department or the store at large? Creative thinking is not easy, but it pays off—and here are three Eatonians who recently thought up prize-winning suggestions:

<b>Mr. W. H. Dermody</b> (elevators).....	<b>\$15.00</b>
<b>Mr. J. P. Cook</b> (mail order packing).....	<b>10.00</b>
<b>Mr. C. Caney</b> (hardware).....	<b>5.00</b>

If you have a "brain wave," write it down and drop it in the suggestion box (in all time offices). Yours, too, may be a winner. And remember, folks, NOW spelled backwards means success.

### Happy to Meet You!

It's always a pleasure to meet folks from out of town, especially members of our great store "family" from distant parts.

Last month Contacts had a visit from **Miss Della Porter, of Toronto buying office.** Della is, of course, well known to many Winnipeg Eatonians. Originally with Toronto store, she transferred to Winnipeg a few years ago and was with the construction office and superintendent's office. In November, 1945, she returned to the Queen City.

Winnipeg's heat wave was "typical Toronto weather," said Miss Porter, who was vacationing and flew both ways. She likes Winnipeg notwithstanding our "vigorous" climate and has as many friends here as in the east.



**Miss Elaine Smith of Moose Jaw store** also dropped in to say "hello" during her holidays. An Oak Lake (Man.) gal and a former school "marm," Miss Smith recently joined the advertising office staff at Moose Jaw. She went to Normal School in Winnipeg and has many friends here.

Here's hoping these two charming Eatonettes each had a happy holiday!

A-part'ment—A place where you start to turn off your radio and find you've been listening to the neighbour's.

—The Heating Equipment Dealer

### Congratulations, Mr. Guest!

Hale and hearty, Mr. John Guest, former supervisor of the meat department, celebrated his 80th birthday on September 23rd.

Young in heart and active as a man in his fifties, Mr. Guest believes in keeping busy. He is keenly interested in church and welfare work and has a garden that is one of the loveliest in the neighbourhood.

On your behalf, we say: "Many happy returns, Mr. Guest!"

### Bring Us Food, Not Gifts!

Miss Catherine Sanders, former head of the beauty shops now residing in Northamptonshire, England, paid a brief visit to Winnipeg in September during a trans-Canada trip. "It is eight years since I left Canada," said Miss Sanders, who just managed to arrange her trip before the travel restrictions. "It gives one a queer feeling to see all the food and clothing here when one thinks of the people of Britain waiting in line for whatever is available. Friends over there tell one 'don't bring us gifts, bring us food.'" Miss Sanders returned to England September 18th on the "Queen Elizabeth."

It was with deep regret that friends and associates of Miss Margaret Hutchinson, executive offices, learned of the passing of her brother-in-law, Mr. Norman Douglas McLellan, a prominent citizen of Calgary, who died on August 26th.

Miss Hutchinson was in Calgary on vacation at the time and was thus able to be of much comfort to her sister.



Top Row—Left: Looking "pert and pretty" all bundled up for Old Man Winter are Hazel Cooper and Lindsay Norris, backs turned to camera are Colleen Moore and Gordon King, and next is Bonnie Mitchell and Christina Moore. Left Centre: "Struttin' their stuff" in their Sunday best are Teena Moore from Lord Selkirk, and little blonde Bonnie Mitchell, who will be attending kindergarten come fall. Right Centre: Dressed in the newest fashion—the hooded coat—is Colleen Moore from La Verendrye. Right: Here come Hazel and Lindsay ready for any kind of weather.

Lower Row—Left: Five "sweet and lovelies." Joan Dummert of Kelvin takes Arlene Lillies (whose impish gleam is not at the birdie) promenading in her hooded coat. Florence Inglis hails from Lord Selkirk, and won't she rate top on the fashion forecast in this cosy outfit? Completing the finale is adorable little Noreen Wicks, who could steal anyone's affection. With her is Ruth Bissett, who is a recent graduate of Daniel Mac. Centre: Pleasing the folks with her heavenly smile is our darlin' Gail Steele. Alayne Pearce of Angus Business College is sure to record a hit this fall in her sport coat and beret. Right: Lindsay and Hazel seem to be enjoyin' their little jaunt. Lindsay, peeking at the camera, is looking his best in a coat set from the Toddler Shop. Hazel's sport ensemble is fashion news from New York.

## "Kindergarten to High School"

**This Was Their Theme, and It Was Fashion Forecast Time for Tots to Teens, as Told by Hazel Cooper, Juvenile Department**

On Thursday and Friday, August 28th and 29th, during the tea hour in the grill room, to the tuneful piano renditions of Tommy Laidlaw, tots to teens modelled fashions that will be worn this fall to kindergarten, elementary, junior high and high schools.

### **The Pre-school Cherubs Won all Hearts!**

The performance was a colourful array of youth and beauty. Fashions are distinctively new this fall. They are excitingly created for all school ages. The little boys and girls of the pre-school age won the hearts of the spectators with their dancing eyes, impish gleams and lovable personalities. One could not help but think of the dolls in china shop windows as the little tots sauntered down the runway dressed in their "Sunday best."

The junior girls and teen-agers were an asset to the school crowd. Their bright, sunshiny faces were all that was needed to complete the ensembles they had chosen to model.

### **English Imports Again!**

Home from their summer vacations, children everywhere are ready to forsake their pails and shovels for pencils and paints, thrilled at the thought of playing with plasticine and drawings, and caring little about fashions. Mothers, however, are enjoying shopping days this fall because this year, for the first time in many, they are able to purchase imports from England such as plaid skirts, tweed suits and the ever desirable woollens.

(Continued on Page Five)



Eatonians, You've Read About His  
Artistry—Don't Miss Seeing the

## Camera Portraits by Karsh

Now on Exhibition on the Sixth Floor

As we go to press Winnipeg citizens are being thrilled by the artistry of Yousuf Karsh, internationally famed photographer, who has recorded in camera portraits most of the world's celebrities. Over a hundred camera portraits by this Armenian-born Canadian citizen are exhibited in this showing on the sixth floor centre, at Eaton's. Statesmen, generals, movie stars, sports celebrities and world figures—portrayed by a master. To quote from Hugh MacLennan in "MacLean's":

"Of all the contemporary artists the world over, the most likely candidate for immortality is the photographer Yousuf Karsh, Armenian-born Canadian citizen. . . . Quite apart from his capacity as an artist, which is great, the future fame of Yousuf Karsh will be fortified by the unique nature of his subjects. He has photographed, and revealed through the filter of his powerful brain, most of the men who guided the western nations to victory in the Second World War. When history reaches out for an understanding of these men it will use Karsh's portraits."

**You'll want to see this unusual exhibit—your family and friends will want to see it, too!**  
**On Display Until Saturday, October 4th**



Yousuf Karsh

### "Kindergarten to High School"

(Continued from Page Four)

New York, too, has added delight to the children's wardrobes, with designs and styles that are reminiscent of Mother Goose and her fabulous characters. Dressed in cosy outdoor coat sets, the little mannequins as much as dared Old Man Winter to bring forth his blustery winds and snow flurries.

#### Junior Highs

The girls, who, this year, will attend elementary and junior high schools, are gradually entering the stage of becoming fashion conscious. They chose outfits that would definitely be rated tops on the fashion parade. Plaids, that are ever so popular, were matched with sweaters, blouses and jackets. The party dresses were taffetas that make the girl of the in-between age feel as though she is becoming a young lady. To bundle in this winter, they chose the newest in fashion, the hooded coat.

#### Teen-Agers

The teen-agers ensembles were symbolic of the gay, outdoor lives on which the average Canadian high school girls thrive. The sports outfits chosen by the "hi-crowd" were smoothies that will whisk from blackboard to Coke counters with an A-plus rating. Again prominent in

the fashion light are plaids. Plaids, designed in skirts, suits, jackets and even lining winter white parkas.

The "date dresses" are dreamed up just to suit the teener individuals. The exciting new details, such as longer skirts, nipped in at the waist to give a very chic appearance, are combined with the new shoulder and sleeve. The features are sure to be "beau-getters" on the date list.

Coats are new and will be worn to rugby games as well as on dates. Because of their clever designing, they are all-purpose coats to be worn on every occasion.

### Eaton Fastballers Defeat Shea's!

Playing at the Main Street Stadium on Thursday evening, September 18th, the Eaton fast-ball stars won from the hard-hitting Shea's aggregation, 4-3. Mr. A. D. MacDonell hit the first ball for a two-bagger. (Nice going!)

Outstanding for Shea's was Bouchard, who copped a home run. Joe Green (mail order carpets) also won a big hand for his stellar pitching.

Manager for Shea's was Vince Prost, and for Eaton's Bill Mehuyk was at the controls. Ab Watson was the Eaton coach and Jack Kellas presided as umpire.



"MISS WINNIPEG"—Contacts' Cover Girl

Crowned "Miss Winnipeg" in the recent beauty contest here, Miss Marjorie Graham, whose picture appears on Contacts' front cover, is also seen trying on her crown.

This informal and charming pose of Marjorie appeared on the front cover of Eaton's, Hamilton, Bi-Weekly. Sponsored by Eaton's, Winnipeg, Marjorie went to Hamilton to compete in the Miss Canada pageant. Although she did not win the Dominion title, Hamiltonians took the lovely little westerner to their hearts.

The story of her reception at Hamilton is told in the Bi-Weekly of September 2nd. To quote in part:

## "Miss Winnipeg" Visits Hamilton Store

Eaton's, Winnipeg, Sponsors Miss Graham

A happy young girl with a beautiful smile, lovely, natural-looking, dark brown hair, a good wide sprinkling of freckles and boundless enthusiasm for everything from bulrushes to green onions—that is Miss Winnipeg, the eighteen-year-old contender for the Miss Canada title who is being sponsored by Eaton's in Winnipeg.

Miss Marjorie Graham, accompanied by her aunt, Mrs. Rosa Graham, arrived in Hamilton on Monday morning, August 18th, to spend a few days in our fair city prior to the Miss Canada Pageant being put on by the Hamilton Police Amateur Athletic Association. Being met at the T. H. & B. station by Mr. Claude Knapman and Mrs. Marian Campbell marked for the Grahams the beginning of a busy round of activities, activities that included a trip to Niagara Falls and St. Catharines, tours of Hamilton, golf and dinner at the Burlington Golf Club, dancing at the Brant Inn with Mr. Harris McPhail, one of our 1946-47 Junior Executives, riding, and even sailing on Hamilton Bay under the expert guidance of Mr. John Robertson, another of the Junior Executives. Marjorie managed to keep the boat on course—well, almost, anyhow—but anything she may have lacked in this direction she more than made up for at golf. Having played only three or four times before, she hit the flag-stick on her seventh stroke—and that, on a particularly long and difficult hole!

From the moment one meets Miss Winnipeg, her charm and ease of manner is apparent, and an evening with her only serves to strengthen this first impression. Maybe the ready friendliness of both Marjorie and Mrs. Graham is the Western influence that we've heard so much about—we don't know, but anyhow, we liked it. We liked, too, Marjorie's modesty when she explained how she came to be in Hamilton: earlier this year she was chosen the winner for her Community in a beauty contest; the next step was to compete against the other Community winners for the title of Miss Winnipeg; here again she was successful. With a crown and a great deal of glory to her credit, this seemed to just about complete matters, so great was her surprise when several months later she was invited by long distance telephone to come to Hamilton for the Miss Canada Pageant. To make a long story short, it was arranged for Eaton's in Winnipeg to sponsor her (Marjorie was a Junior Fashion Councillor last year representing the University of Manitoba which she attends), she received a brand new wardrobe, and here she is.

\* \* \*

The contest is over and Miss Canada has been chosen. Although top honours went to Miss Margaret Marshall of Toronto, we are very proud of our Miss Winnipeg, for Marjorie stood fifth in the group of almost thirty girls from all over the Dominion. Congratulations, Marjorie, on your success, and we hope that you will always remember Hamilton with pleasure.



## Mr. W. J. Keeler Receives Tribute from Staff

### Display Chief Tendered Luncheon Party at Elmhurst Golf Club in Honour of His 40th Anniversary

As we jot down this item Mr. W. J. Keeler, supervisor of the merchandise display, and his good wife are enjoying the broad expanse of Lake Superior and other views of scenic grandeur by the aid of an excellent pair of binoculars—the gift of our display chief's staff. The presentation was made to Mr. Keeler during a luncheon party held at Elmhurst Golf Club on Wednesday afternoon, August 20th, just prior to his leaving the city. The occasion was in honour of Mr. Keeler's fortieth anniversary with the Company, which took place August 26th. Mr. Ernie Beattie was master of ceremonies.

The presence of Mrs. Keeler added pleasure to the occasion. Sharing honours with her husband, Mrs. Keeler received an orchid corsage and a lovely bouquet of roses.

Accompanying the presentation of binoculars to Mr. Keeler was an artistically designed souvenir card. Framed as a token of remembrance, it bore the names of Mr. Keeler's staff. Those present were: Messrs. H. Carson, E. A. Beattie, J. Crow, D. Ainge, J. Carne, Neil Cooper, Rod Burgoyne, H. Feir, J. Sterling, A. Comeau, M. S. Wellband (head of department, furniture, formerly with the display), Misses H. James, M. Anderson, A. Blonn.

To Mr. and Mrs. Keeler who are now touring the east by car and steamship—happy holidaying!

\* \* \* \*

## Four Decades With the Company Is the Grand Record of Mr. James (Jimmy) Reid Mail Order Staples

A well-known figure in the mail order, Mr. James Reid celebrated his fortieth anniversary with the Company—all spent in the staples department. On behalf of the department, Mr. J. H. Egerton

presented Mr. Reid with a beautiful mirror and a brier pipe tied with a tartan ribbon. Mrs. Reid also shared honours in the celebration when a lovely bouquet of roses were sent to their home.

Throughout the day many friends dropped around to congratulate "Jimmy" and to wish Mrs. Reid and him every happiness.

Mr. Reid was born in Edinburgh, Scotland, and came to Winnipeg in 1907. Residing in St. James, Mr. and Mrs. Reid have two married daughters. A friendly, "man's man" type of Scot, the popular Jimmy Reid is an ardent lawn bowler and also a skilled craftsman with the hammer and saw.

Many old friends in Winnipeg and over the western network will join in "congratulations" and best wishes to the lad "frae Auld Reekie!"



## Stag Party for Mr. Vic Dancer

Presentation of an exquisite piece of bric-a-brac was made to Mr. Vic Dancer, head of department, on August 28th, the day of Mr. Dancer's 30th anniversary with the department.

The gift was presented during a stag evening held in Mr. Dancer's honour at the home of Mr. G. M. (Bud) Horton.

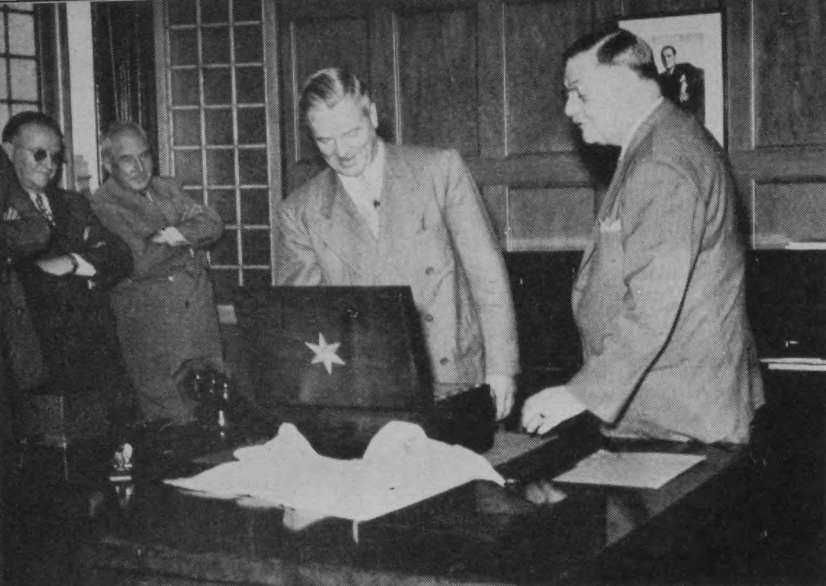
Mr. W. H. Matthews (supervisor) did the honours. Mr. Dancer thanked his associates warmly for the gift, declaring that it would long be cherished as an heirloom by Mrs. Dancer and himself.

## Jack Gargett Makes Record!

During a brief lunch hour interlude of cribbage in the managers' lounge the other day, Jack Gargett (children's shoes) held one of those "Ripley" hands—a 29! The suit was hearts, and it was the first 29 hand ever "achieved" in the lounge.

Jack's partner was Ed Martin, while their opponents were the indomitable Bruce Sutherland and John Laing. But alas! Messrs. Gargett and Martin lost their game.

Life is like that!



Left—A humidor stocked with his favourite perfectos! Mr. Pinfold smiles with delight as he accepts an anniversary memento from the senior supervisors, presented by Mr. B. C. Scrivener. Right—Mr. Pinfold thanks his associates for their loyalty over the years.

## MR. R. M. PINFOLD HONoured BY BUSINESS ASSOCIATES

**Assistant General Manager Celebrates His 35th Anniversary on August 30th.  
Occasion Marked by Presentations. Shower of Congratulatory  
Messages Received From Maritimes To Vancouver**

Anniversary celebrations are a heart-warming institution, in the opinion of that busy executive, Mr. R. M. Pinfold, assistant general manager of the Western division, who on Saturday, August 30th, completed 35 years with the Company.

Like other Eatonians, Mr. Pinfold is proud of the fact that there are hundreds of Eaton employees in the West alone with long service records of from 25 to 45 years. In honouring each milestone reached by these veteran staff members we pay tribute to a job well done; to hard work, shining loyalty and achievement.

In his executive capacity, Mr. Pinfold frequently has occasion to congratulate Eatonians on their service anniversaries. This is one of the lighter functions of his office and one to which he looks forward with a great deal of pleasure. However, when the inevitable happened, and his own anniversary rolled around, Mr. Pinfold gave it but little thought. It was the Saturday morning before Labour Day, with our A.G.M. so deeply engrossed in his work that he would have doubtless forgotten his "birthday" entirely. Nevertheless, friendly conspirators had the matter well in hand.

### "Detour"

On the stroke of ten a representative group of senior supervisors piloted by Mr. B. C. Scrivener, superintendent (and looking as self-conscious as school-boys stealing into an apple orchard) were observed performing a tactical manoeuvre outside the sanctum of Mr. R. D. MacLean. The idea was a detour into the office of Mr. Ross Jenkins, from which they would surprise Mr. Pinfold. The operation succeeded. While this gathering of old friends ranged themselves around Mr. Jenkins' office, Mr. Pinfold was escorted in by Mr. Scrivener.

Voicing the sentiments of the gathering, Mr. Scrivener said that to mark the occasion they wished to make some tangible expression of

their affection. Mr. Pinfold was then presented with a handsome humidor loaded with his favourite perfectos, as a memento from the senior supervisors.

### Thirty-five Busy, Happy Years

Responding, Mr. Pinfold expressed his deep appreciation for the gift which, as he whimsically put it, "would help to blow all the chaff away."

He also paid a warm tribute to his fellow-workers for the loyal support given him. "Anything I have done for the Company," said Mr. Pinfold, "has been done with a whole heart. They have been thirty-five very happy years."

(Continued on Page Nine)



**Mr. R. M. Pinfold Honoured**

(Continued from Page Eight)

he continued, "years that have flown so fast one thought very little about the passing of time." Years during which he had gathered experience at many places in the Company's service; years enriched with opportunities and encouragement. "That recognition," he added, "is the spur that spurs you on." He had tried to do his best and continued to do so.

**Roses of Remembrance**

Expressing his thanks for the lovely bouquet of roses sent to Mrs. Pinfold on this occasion, Mr. Pinfold also paid a gallant compliment to his good wife and family for their help and encouragement over the years.

**A Shower of Congratulations**

Throughout the morning a shower of telegrams and letters of congratulations arrived at Mr. Pinfold's desk from Company points right across the Dominion. For these messages and the kind sentiments they contained, Mr. Pinfold has asked Contacts to express his heartfelt thanks. To quote but a few of these messages:

Dear Mr. Pinfold:

The directors of the Company have decided that a further recognition of long service will be made. To all employees, on the completion of thirty-five years of continuous service (and in that year only), an extra week's holidays with pay shall be granted, in addition to such holidays as they ordinarily receive.

I am indeed pleased to notify you of this additional privilege to which you are entitled, and the directors join me in wishing you much happiness and a pleasant holiday.

Yours sincerely,

John D. Eaton, President.

\*

New York, N.Y.

Most hearty congratulations on thirty-five years of achievement coupled with hard work and loyalty beyond compare. Wish you continued good health to enjoy many more years with the Company.

\*

R. S. McCordick.

Montreal, Que.

Heartiest congratulations for August 30th. Thanks for all your help at all times and may your shadow never grow less.

Fred Walls.

\*

Toronto, Ont.

Congratulations on your reaching your thirty-fifth anniversary with the Company, also on the well-deserved success you have had during that time. Best of wishes for the future for still further promotion, and the best of health to you and yours.

John G. McKee.

\*

Moncton, N.B.

It is with pleasure we learn you will complete thirty-five years' service with the Company on August 30th, 1947, and we extend congratulations to you on achieving this splendid term of service.

We hope you will continue to enjoy good health for the many active years ahead.

T. H. Howard.

\*

Port Arthur, Ont.

Heartiest congratulations and best wishes from all Lakehead Eatonians on this your thirty-fifth anniversary with the Company. That we may have your energetic guidance for a long time to come is our sincere wish, and we assure you of our enthusiastic support.

J. A. Snowden, W. J. Abercrombie.

Calgary, Alta.

Congratulations and a bra' mornin' tae a wee laddie frae south o' the Tweed who for thirty-five years in sma' Erin in Winnipeg has kept the rose bloomin' high in spite o' the thistle and shamrock. Lang may yer lum reek wi' lots of health, prosperity and happiness tae the guid wifey an' yersel.

Hugh McNeill.

\*

Edmonton, Alta.

Heartiest congratulations and best wishes on your thirty-fifth anniversary with the Company. Your Edmonton friends join with me in wishing Mrs. Pinfold and yourself good luck, happiness and good health.

\*

J. H. Wildman.

Vancouver, B.C.

Heartiest congratulations and best wishes on this momentous occasion. May the next thirty-five years treat you as well as the last, and may that step never grow slower or your wit, smile and conversation less contagious. Regards.

Harold Westman.

\*

Yellowstone Park.

Congratulations on completing thirty-five years with the Company. May the fruits of your labour bring forth a bumper crop of prosperity and good health in the years that lie ahead.

\*

John Stronach.

Toronto, Ont.

Believe that Saturday is going to be a big day in your business career, and I would like to extend congratulations and sincere wishes that your thirty-fifth anniversary with the Company will be an event which you will never forget.

No doubt those "gangsters" in Winnipeg store will see to that. Hope they don't make the road too tough.

Sorry I shall not be there to take the hand of a grand and stout fella and wish him the very best—not only for August 30th, but to go on and on.

"Zella." (Miss Zella Nott.)

\*

**Staff Salute Their Chief**

After expressing his thanks to each supervisor with a hearty handshake, Mr. Pinfold prepared to pick up the threads of a busy morning. But the end was not yet. As the "seniors" left his office by one door, in trooped the city merchandise office staff by another. Their spokesman, Mr. A. R. Tucker, said that as close associates they, too, wished to mark the occasion. Mr. Pinfold was then presented with a desk clock. This was strictly a "family" affair. It was one of those delightfully informal moments that are charged with unspoken friendliness and affection such as is often found among those who work together in harmony and understanding.

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**No "Fuss and Feathers"**

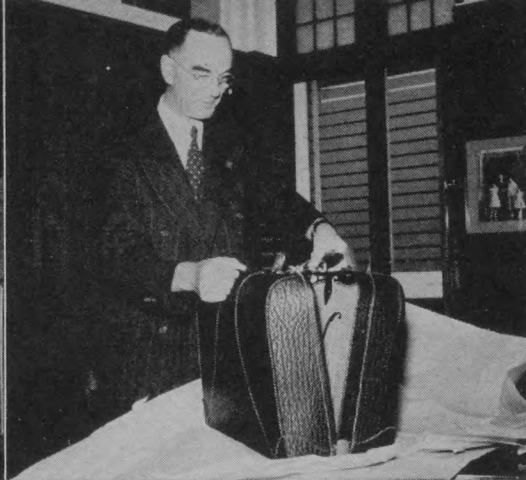
Warmly thanking his staff, Mr. Pinfold said that while he had not expected any "fuss and feathers," he did appreciate very much their thoughtfulness.

At this time he wished to thank these, his close associates of the present, also those who had left his office to embark on the sea of matrimony. Their loyalty and efficiency during the past thirteen years had been a real contribution to the results achieved.

Then, with that infectious smile and a warmly expressed "thank you" to each one, our assistant general manager again took up the day's responsibilities.



Mr. John Torbet



Mr. John Moir

## Thirty-Five Years With Eaton's

### MR. JOHN TORBET

A native of Arbroath, Scotland, the delivery department's John Torbet—or "Jack," as he is affectionately known to his wide circle of friends—came to Canada in 1911. Jack's Eaton service started on August 23rd, 1912, and the entire thirty-five years following have been spent with the delivery. That's a lot of service and loyalty to roll up. And so on Jack's anniversary morn Mr. Clayton Tucker, supervisor, thanked Mr. Torbet for his faithful performance of duty over the years, adding his own appreciation of a job well done. Then on behalf of Jack's associates, Mr. Tucker presented him with a Gladstone bag.

An active member of the Masonic order, Jack also takes a keen interest in the drivers' curling 'spiel. Married, with three sons, Mr. Torbet did his bit in World War I when he served with the Fort Garry Horse. He's still keenly interested in the noble animal—especially Eaton's fine squadron of delivery beauties—but for a hobby horse he likes the less strenuous pastime of gardening.

Congratulations and good gardening, Jack, from all of us!

\* \* \* \*

### MR. JOHN MOIR

The tall, guardsman-like figure of Mr. John Moir is a familiar one to most Eatonians and thousands of Eaton customers. As a member of the floormen's staff, he has won many friends by his helpful manner, tactfulness and courtesy. On August 22nd Mr. Moir celebrated his thirty-fifth anniversary with the Company. It is interesting to note, by the way, that he is the first member of the floormen's department to achieve that distinction, runner-up being the late Mr. G. E. Griffiths, who had thirty-two years of service with Eaton's.

To get back to that tall, soldierly figure, Mr. Moir comes by it "honestly." Enlisting in the Winnipeg Rifles at the outbreak of World War I, he was gassed, wounded and came home with the rank of major, a fine military record indeed!

On Mr. Moir's anniversary morn, Mr. A. E. Sizeland, head floorman, ushered his squad into the superintendent's office. If Mr. Moir thought that this was to be a superintendent's "orderly room" lecture on service, he was doomed to happy disappointment. Instead of a pep talk, Mr. Scrivener thanked Mr. Moir for his long, efficient service and presented him with an opulent-looking Gladstone bag on behalf of the floor staff.

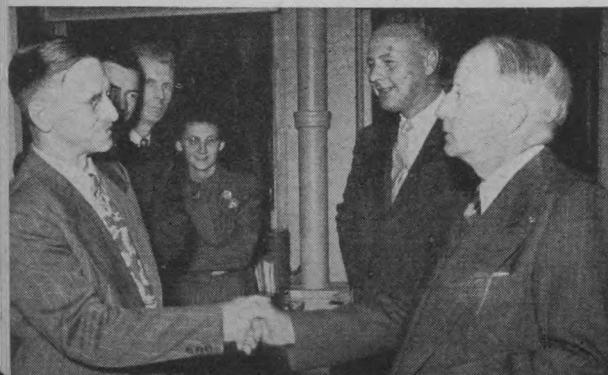
On your behalf, Contacts adds congratulations to Mr. Moir!

\* \* \* \*

### MR. ALBERT B. MUDGE

Well known by a large clientele of Eaton shoppers and esteemed by them for his knowledge and experience in boys' furnishings, Mr. Albert (Bert) Mudge celebrated his 35th anniversary with the Company on September 5th.

Mr. Mudge (left) is congratulated by his chief, Mr. Lindly Best.



To honour Bert on this important milestone, the staff gathered in the office at store closing when Mr. Lindly Best, group manager, presented Mr. Mudge with a very handsome looking pen and pencil set—a token of esteem from his associates. One of the first to congratulate this Eaton old-timer and veteran of the First World War, was our assistant general manager, Mr. R. M. Pinfold. The latter thanked Mr. Mudge for his loyal service and reminisced of earlier days. "All in all," says Bert, "it was a very happy anniversary indeed!"





Mr. Hector McMillan



Mr. George Shakeshaft



Mr. George Connon

## MR. HECTOR A. McMILLAN

Hector A. McMillan is that tall, dark and handsome young fellow up in the left top corner of this page! It's hard to credit him with 35 years' service but the record stands as of August 20th. All of his time has been spent with mail order packing and shipping where Mac specializes in "trouble shooting" or order adjusting, to use the more formal term. A Prince Edward Islander by birth, Mr. McMillan, despite that youthful smile, has a grown-up son and daughter.

In his leisure hours he likes to putter around his garden. Here's wishing him "many happy returns" and plenty of good luck in growing things. Ever try some of those famous Prince Edward spuds in Manitoba clay, Mac?

\* \* \* \*

## MR. GEORGE SHAKESHAFT

Veteran soldier and veteran Eatonian, George Shakeshaft (china department) was honoured by his associates when on August 27th, he completed thirty-five years with the Company.

To mark the occasion, Mr. W. H. Matthews, group supervisor, on behalf of the staff, presented Mr. Shakeshaft with one of those coveted Doulton figurines in the design "Top of Hill." Mr. Matthews also thanked George for his long and faithful service, all spent with the china. An ex-Imperial soldier, George Shakeshaft also served with the Cameron Highlanders in World War I. In World War II one of his sons died a hero's death on the deadly beach fighting at Dieppe. He has another son with the mail order packing and a daughter with the sales audit.

Many "happy returns" to this staunch old soldier and Eaton old-timer!

\* \* \* \*

## MR. GEORGE A. CONNON

When you pull up the window blinds in your office on a Monday morning do you ever ask yourself, "I wonder who looks after all these window blinds, anyway"? Well, let's meet the "blind man," George Connon, and congratulate him on his thirty-fifth anniversary with Eaton's, which milestone he passed on August 27th. And don't let that slightly frowning expression fool you. Watch George's face soften with a smile when you mention the grandson!

This serious-minded little Scot was born at Kirriemuir, Scotland—in other words, Sir James Barrie's immortal "Thrums." After serving his apprenticeship in the dry goods business, he came to Canada in 1906. Most of his Eaton service has been with 132 department, and since 1921 George has made and repaired all window blinds used on the Company's premises (exclusive of the show windows). Mr. and Mrs. Connon have three daughters: Mrs. H. Bawdon, Mrs. A. Greene, and Jean with 122 office. In his leisure hours our hero likes motor tripping and "trying to grow fruit." Here's to bigger and better strawberries!

\* \* \* \*

## MR. JOHN BLAIR

A Glasgow laddie who came to Eaton's when in his early teens, Mr. John (popularly known as Jack) Blair celebrated his 35th anniversary with the Company on September 11th. To mark the occasion, Jack's associates of the shoe department, basement store, held a "stag" in his honour at the home of Mr. Bill McCormick, first assistant.

During the evening, presentation of a wallet and other gifts were made to Mr. Blair by Mr. Jack Morris, head of department, on behalf of the staff. A member of the Canukeena Club and a veteran of World War I, Jack Blair served overseas with the 27th batt. His wife was Miss Gladys Brooks, formerly with the cashiers.

They have a son and daughter both attending university. Jovial, friendly, Jack is popular with his fellow workers and customers alike. Congratulations, continued health and happiness!





Top Left—Mr. McFetridge receives a gift from his fellow-workers presented by Mr. Alex Murray.  
Top Right—Mr. and Mrs. McFetridge and daughter (at left) smile happily as three cheers and a tiger rend the air.  
Lower Right—Troubadors Newton and Arnason—or "500 pounds of song."



## "Old McFetridge Had a Farm"

**Anniversaries Come and Go, But Pickling Onions  
Must Be Picked—or Else**

## Thirty-Five Years With Eaton's

It was the evening of September 9th, Bill McFetridge's thirty-fifth anniversary with Eaton's. Wearing an old straw hat and overalls, Bill was in the garden reaping his beloved pickling onions when suddenly six carloads of Eaton engineers, fire inspectors et al. descended on his home at Sturgeon Creek. Climbing out, they surrounded the thunderstruck Bill and his good wife (who was in the know) and serenaded them with the song "Old McFetridge Had a Farm, e-i e-i oh!"

Then followed a delightful social evening, with Jack Newton as master of ceremonies. Highlighting the proceedings was the presentation of silver forks and spoons to Mrs. McFetridge and a pen and pencil set to Bill by Mr. Alex Murray, chief engineer, on behalf of the gathering. This gift was a supplement to the handsome case of flatware that Mr. McFetridge received from departments 132 and 155 earlier in the day to mark his thirty-fifth anniversary.

Congratulating Bill, Mr. Murray thanked him for his faithful, efficient service. A fire inspector's job required tact and an ability to get along with people. Bill had these qualities; indeed, he had made a host of friends by whom he was much admired. Following "For He's a Jolly Good Fellow" plus three cheers and a tiger, the evening wound up with an informal dance and sing-song.

\* \* \* \*

George admires his anniversary gift as Billy King, another Eaton old-timer, adds his congratulations.



## GEORGE A. TROTTER

First assistant and right-hand man to Mr. Stan Robertson (group manager of the bedding department), Mr. George Trotter celebrated his 35th year with Eaton's on September 16th. The occasion was marked with a presentation in the assembly hall where Mr. Trotter was the recipient of a handsome travelling bag—a token of affection from his fellow workers in the furniture and bedding.

Mr. Frank Carpenter, who made the presentation in the absence of Mr. Robertson, spoke highly of Mr. Trotter's loyalty and fine co-operation over the years.

George A. Trotter was born in Donegal, Ireland, and started with Eaton's as a young lad of sixteen. A top-flight soldier, George went overseas in World War I with the Grenadiers, transferred to the Tunnelers, held the rank of sergeant, and was awarded the military medal for gallantry.

Returning to Eaton's he spent twelve years on the difficult job of furniture adjustments before taking over his present duties.

Congratulations from a legion of old friends and former comrades!

## ALL THE BEST TO THE BESTS!

Newest addition to the clan of Lindy Bests is Linden Arthur, born September 4th. Son of Mr. A. L. (Lindy) Best Jr., recently appointed head of department dress goods, etc., at Moose Jaw, and Mrs. Best.

Wee Lindy is yet another grandson for Lindy Senior (group manager, boys' clothing). These bragging grandparents!



Timothy Eaton

Quarter Century

Club

Inaugurated 1919



# Welcome to the EATON Quarter-Century Club

## CHARLES BAILEY

Charles Gordon Bailey celebrated his twenty-fifth anniversary with the Company on August 21st. Charlie is in charge of the stockroom at the garage and is responsible for the many bits and pieces that are necessary to keep our delivery vehicles in operation.

He was born in Toronto, Ont., and, coming to Winnipeg in 1920, joined the staff of Eaton's garage in 1922, then headed by the late and well-loved Mr. T. Stone (better known as "Stoney"). Charlie served three years in World War I. Mrs. Bailey was Miss Steina Johnson of mail order packing department.

Charles's anniversary came on one of those very hot days, not meant for much activity—but that did not prevent many of his working associates from invading his home in Kildonan to help celebrate the occasion with his family of two boys and four girls. During the evening Charlie was presented with a carving set from the department, while Mrs. Bailey received a bouquet of roses from "the gang." The evening was spent

trying to keep cool, while some ignored the temperature and danced to lively music, topped off with a wide variety of delicacies at a buffet lunch.

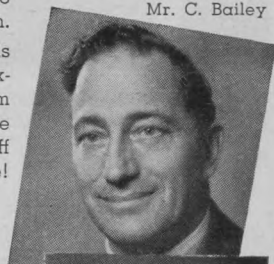
Charlie's desk was not elaborately adorned with fancy ribbons or cards on his anniversary day, but the warm handclaps and good wishes extended to him throughout the morning were sincere and straight from the hearts of his friends, many of whom have worked with him for the greater part of his service with the Company. The entire garage staff wishes him many more years of good health and happiness for the future! And that also goes for many other Eaton friends!

\* \* \*

## WILLIAM MACK

A member of the delivery department throughout his entire service, Bill Mack joined the Eaton Quarter-Century Club on August 21st.

Bill belongs to our much-admired horse and wagon squadron. With his four-footed pal "Ack Ack," Bill is a familiar and popular figure to River Heights residents. When he completed his run on August 21st, Bill's co-workers had an informal gathering at the Eaton stables, during which they presented him with a pair of boudoir lamps in honour of his anniversary. Married, Bill and Mrs. Mack are now enjoying Bill's long quarter-century holiday at Vancouver. Hope they're having fine weather and a happy holiday!



Mr. C. Bailey



Mr. W. Mack

## Drug Men Honoured

Two old-timers of the drug department received tokens of esteem from their co-workers on September 7th: **Frank Woodward**, head dispenser, who completed three decades of service on August 20th; and **William T. Wiley**, filling room, whose thirtieth year with Eaton's was celebrated on September 7th.

Both men were presented with handsome pen and pencil sets.

\*\*\*\*\*

## THIRTY YEARS WITH EATON'S

1917—1947

**William T. Wiley** (drugs)—September 7th.

**Miss Elizabeth Palmer** (service groceries)—  
September 10th.

Congratulations, folks!

\*\*\*\*\*



## Welcome to the Quarter-Century Club!

(Continued from Page Thirteen)

### WILLIAM (BILL) FALLS

"Congratulations, Bill, you old warhorse!" or words to that effect is likely the greeting that Bill Falls (left of picture) is receiving from Jack Morrison, painters chief (at right). Bill Falls completed his twenty-five years with Eaton's on August 21st, and as a token of affection the paint shop staff presented him with a handsome Gladstone bag. Mr. Jack Morrison did the honours. A "bull session" followed in the evening, when the staff stormed into Bill's home and took over. How they enjoyed singing the old songs led by the paint shop choir, piloted by impresario Morrison.

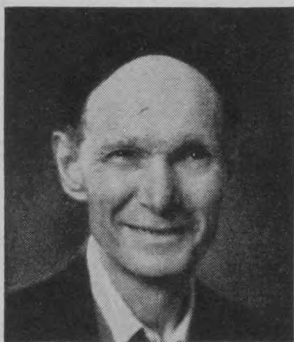
Bill Falls was born on a farm at Manitou, Man., and learned the painting and glazing trade with Eaton's. Mrs. Falls is the former Florence Taylor of the mail order copying. They have two daughters.

**Curling King**—In the big carpenters-painters tournament last winter Bill skipped the winning rink and took home a nice load of loot. Hope you have a happy holiday trip to Los Angeles, Bill!



Bill Falls (right) receives the quarter-century congratulations of painter chief Jack Morrison.

\* \* \* \*



### JULIEN GRAMME

"I have worked many places during my life," declared Belgian-born Julien Gramme (a member of the cooks' staff, 300 department) to Contacts, "but none can compare with Eaton's for good working conditions and a square deal." Julien dropped in to tell us this on his quarter-century day, which he celebrated on August 28th.

Born at Bruin l' Ullent in old Brabant, he learned the trade of baker and pastry cook at Brussels (or "Bruxelles," as many "old sweats" remember it.) Coming to Canada, Julien first joined Eaton's in 1915. Leaving in 1918, he worked on the C.N.R. dining car service, finally returning to Eaton's in 1922.

On his anniversary day, Mr. Gramme was presented with a handsome trillite lamp from the staff of 300 department—and for good measure associates also gave him a lovely picture plus a windbreaker.

Mr. J. Laing did the honours. It also pleased Julien very much that his former chief, Mr. J. Elders, attended the presentation. Bonne chance, Julien!

\* \* \* \*

### JOSEPH P. MOORE

"Put Me Among the Girls" (the title of an old song of the gay nineties) or "King For a Day" might be a fitting caption for this picture. It shows Joe Moore, the foodateria's popular receiver, celebrating his quarter-century on August 22nd, surrounded by a bevy of beautiful girls. Tsk, tsk! Joe—the arms of that chair look quite strong and comfortable! This gorgeous easy-chair, by the way, was a gift from Joe's fellow workers. Mr. J. W. Foubister did the honours.

Irish born, Joe Moore is married and they have one daughter who is attending university. Mrs. Moore was Edna McTier, a former Eatonian. Joe served overseas in World War I and was twice wounded.

All in all, Joe's initiation into the Eaton Quarter-Century Club was so packed with excitement and happiness that he was overheard to exclaim: "Geel! It's just like Christmas, only the humidity is different."

\*

"King for a Day."

## MISS EVA SCOTT

This charming picture shows Miss Eva Scott (money returns, mail order packing department) being congratulated by her chief, Mr. Ed Rogers, on the morning of Thursday, September 4th—the day that Miss Scott joined the Eaton Quarter-Century Club after twenty-five years of faithful service.

The staff certainly did Eva proud on this occasion! Not only was she presented with an opulent-looking occasional chair and 25 roses, but they also stood her a dinner at the Homestead, where there was more "loot" in the shape of a lovely brown handbag and that ever-welcome gift—nylons!

On top of that there were a number of individual gifts, so we'll bet a cookie Eva will always have fond memories of her quarter-century day!

Possessed of quiet tastes, popular Miss Scott is one of those gals who "live alone and like it." Happy holidaying!

\* \* \* \*



## MRS. FRANCES CHRISPIN

A Texas daughter with a warm smile and that soft drawl of the Lone Star State (pawdon my south'n accent), Frances Chrispin (bedding department office) completed twenty-five years with Eaton's (away up no'th) on September 8th.

In token thereof there was a presentation to Mrs. Chrispin of some lovely twin travel luggage in aircraft design, from the staff, Mr. George Trotter doing the honours in the absence of Mr. Stan Robertson.

There were also individual remembrances from old friends, and there were many visits, too, and messages and phone calls of congratulations that will leave a warm glow in the heart of this friendly little lady from the South for many a year!

Born in Rockdale, Texas, Mrs. Chrispin started with Eaton's in the women's ready-to-wear. Later, she was for three years with the furniture under the late Mr. Charlie Whitehead. A term in the dresses followed, and finally four years ago she joined the bedding office.

Mrs. Chrispin has had her share of life's sorrow, yet it has not robbed her of a natural cheerfulness and friendly, sympathetic manner. She lost two sons, one in 1920, the other in 1929. Her daughter, Mrs. R. W. Ashely, resides in Rochester, N.Y., where the latter's husband is studying for his Ph.D. at the university. They have a little daughter. "That makes me a grandma," says Mrs. Chrispin happily. (And a very youthful-looking one, may we ad.—Ed.)

\* \* \* \*

## ALICE DAWSON

It must have seemed like Christmas morning to Alice Dawson, when she came to work on September 8th, the day she joined the Eaton Quarter-Century Club.

Ere she entered the fancy goods department, where she is section head in the art silks, this cheery little Englishwoman was surrounded by a crowd of admiring associates, who literally swept her off her feet with their congratulations.

On top of that, they had bedecked her counter with gifts and congratulatory messages, among which were wires from Mr. S. H. Williams and Mr. J. Aker. A highlight of the morning was the presentation to Mrs. Dawson of a lovely gold wrist watch from the staff. Mr. Percy Cranston did the honours.

There was an exquisite silk parasol from the section, too, and a gorgeous bouquet of red roses. But perhaps what delighted her most of all was a telegram from that big strapping son Tom, at Yellowknife, where he is in training for a career as mining engineer.

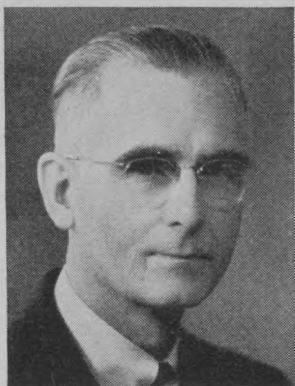
The following evening the fancy goods department "stood" Mrs. Dawson to a dinner at the Homestead. On this occasion Mr. P. Cranston, head of department, and Mr. W. Boston, first assistant, were the principal speakers. Bob Herriot also added to the evening's fun by tea cup reading.

A widow whose husband was killed at Ypres in World War I, Mrs. Dawson has won many friends for the Company and herself during the past quarter-century.

Congratulations and many happy returns!

Upper picture shows Mrs. Dawson admiring her quarter-century certificate.





## Welcome to the Quarter-Century Club!

(Continued from Page Fifteen)

### ERNEST G. SMITH

September 12th was a memorable day for Mr. E. G. Smith, first assistant of the optical department, for it marked the date of his completion of 25 years' continuous service with the Company.

To show their affection, the optical staff held a breakfast party at Moore's restaurant before store opening. Mr. J. T. Westby, head of department, who presided, thanked Mr. Smith for his valuable and co-operative service. Mr. A. Cranston, head of department jewellery, also spoke briefly in Mr. W. H. Matthews' absence, extending the congratulations of his associates.

Mr. F. Olson then presented Mr. Smith with a travelling bag from the department. In responding, Mr. Smith reminisced about his early years in the department and thanked the staff for their handsome gift.

Mrs. Smith was also present to share honours with her husband and received a lovely corsage presented by Miss N. Nelson.

A western product, Ernest George Smith was born at Portage la Prairie. Before entering the optical profession, he taught "in little red school houses" of Manitoba for three years, later spending two years as assistant principal of Cardston, Alberta, high school.

Enlisting in World War I, Mr. Smith served a year as a pilot with the R.F.C. with rank of 2nd Lieutenant. Highly respected for his professional skill, this kindly, soft-spoken optician is a man of quiet tastes, well liked, both by his associates and Eaton customers. In his leisure hours he likes to "fool around" with photography, fretwork and gardening.

Congratulations and "many happy returns" from a wide circle of friends—bespectacled and otherwise!

### JOHN (SCOTTY) THOM

Straight from "Bonnie Dundee" to Eaton's came "Scotty" Thom who, on September 16th, chalked up 35 years with the Company, all served with the mail order packing.

Two things of which Scotty is particularly proud are (1) he was one of the first Eatonians to enlist in World War I. He went "active" August 6th, 1914 and spent four years and 11 months in the army, serving overseas with the 16th Scottish. (2) Every member of the Thom family has worked with Eaton's—eleven all told—seven girls and four boys! Married, Scotty's hobby is motor tripping, though he once played soccer with Cowdenheath Wednesday in "auld Scotia." Congratulations to a two-way veteran—the Empire and Eaton's.



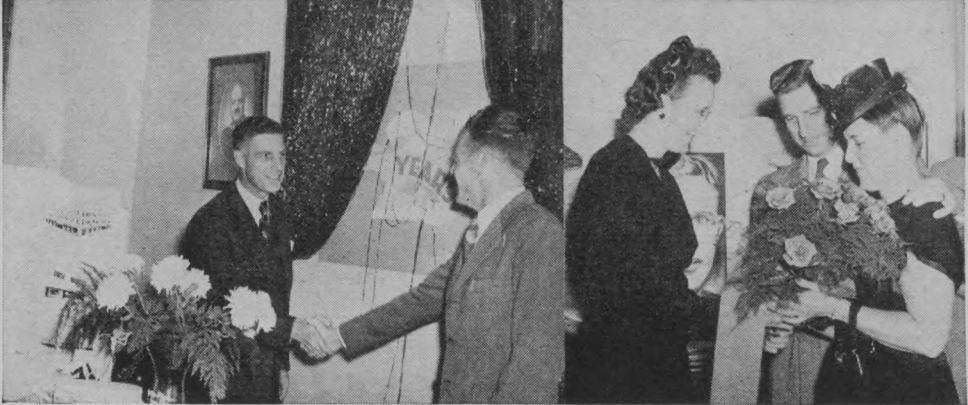
### Dress Goods Staff Pays Parting Tribute to MR. KEN BARLING

When Mr. Ken Barling (former head of department dress goods) stepped up to higher responsibilities last month, his associates viewed the idea with mixed feelings. As Mr. Bob Oliver, first assistant, expressed it, while the staff were loathe to part with Mr. Barling, they did realize that their loss was the mail order's gain. As a parting remembrance, Mr. Barling was presented with a richly upholstered easy chair. Mr. Oliver did the honours in the absence of Mr. L. Vincent, supervisor.

Responding, Mr. Barling thanked his fellow workers warmly for their gift; modestly he attributed any success he may have achieved in the department to the loyalty and unfailing support they had always given him.







Top left: Mr. Saville is presented with his Eaton quarter-century watch and certificate by Mr. Harry Keough.  
 Lower left: Quarter-century morn in our hero's office. Mr. A. Hammond (right) extends his congratulations.  
 Lower right: Roses for a lady—Mrs. Saville receives a bouquet of American Beauties charmingly presented by Miss Mildred Ward.

## MR. EDWIN M. SAVILLE

Manager of Moose Jaw Store

On Tuesday morning, September 9th, Mr. Edwin Saville, manager of Eaton's, Moose Jaw, arrived at his desk to find it gaily decked with marks of affection and esteem from staff members and friends. The occasion was Mr. Saville's completion of 25 years with the Company.

Decorations, a pencil sketch and a poster covering milestones in Mr. Saville's career were brilliantly executed by Moose Jaw's advertising office (take a bow, Mr. Joe Dawkins!) and also adorning his desk was a batch of congratulatory telegrams.

It was indeed a happy and memorable event for Mr. Saville and he warmly expressed his appreciation as the staff came in groups to tender their congratulations and share in the joy of the occasion.

As a further token of their esteem, the staff presented Mr. Saville with a handsome club bag. Mr. A. Hammond, assistant store manager, did the presentation honours.

### Buffet Supper and More Honours!

At 6:30 that evening, store personnel and friends gathered in the Grant Hall Dining Room to attend a buffet supper held in Mr. Saville's honour.

Mr. A. Hammond presided over the party and read telegrams of congratulations from store officials and staff members in cities from coast to coast.

Mr. Harry Keough, manager of Saskatoon store, sketched the career of Mr. Saville with the Company since joining the staff in 1922 at

Winnipeg. He then presented him with an engraved gold wrist watch and a certificate of membership in the Company's Quarter Century Club.

In his reply, Mr. Saville thanked the members of the staff for their expressions of goodwill, also their loyalty and fine co-operation.

A bouquet of American Beauty roses was also presented to Mrs. Saville by Miss Mildred Ward. Following the presentations, Mr. Hammond led a community sing-song, with Harry Dracup at the piano.

Out-of-town guests included Mr. Ross Jenkins, Winnipeg; Mr. H. Keough, Saskatoon; Mr. H. Maltby, Regina; Mr. Gordon Nelson, Prince Albert; Mr. D. Robinson, Swift Current.

### A Record of Steady Progress

Winnipeg-born Edwin M. Saville started with Eaton's in the box factory subsequently working with the staples' and the stock audit. In 1928 he transferred to Regina store. Here he was with the merchandise office and later assistant in the hosiery, lingerie and men's wear. Stepping up further in June, 1933, Mr. Saville joined Saskatoon store's merchandise office; in 1941 he took charge of Prince Albert store and finally in March, 1946, he was appointed manager at Moose Jaw.

Mr. and Mrs. Saville have two children, Frank, 13, and Ann at the tender age of three.

On behalf of many friends and former associates in Winnipeg, Contacts adds: "Many happy returns, Mr. Saville."



**The Pictures Tell Their Own Story**

At lower left: As usual, the ladies have all the work. Next is mine host Frandsen, who seems to have something "up his sleeve"; and next to Fran, Herb Cooper is seen presenting linens to the bridegroom-to-be.

## Twenty-five Years for Herb Pilling and a "Lifetime" for Wes Fiddler

"The drapery department are certainly 'throwing some colourful stags' these days," writes our 267 correspondent. The latest took place at Fran Frandsen's home on the night of September 3rd, "And," adds our informant, "we hope Fran's wife has everything back in shape by the time we are ready for another presentation."

These events, Contacts learns, were in honour of (1) Herb Pilling, signature, who joined the Eaton Quarter Century Club on September 5th, and (2) Wes Fiddler who was about to give up his freedom and become a benedict. Both victims were required to don sun suits for their respective initiations (as can be seen in the pictures, they look like survivors from a ship wreck or beach combers on a south-sea island).

Herb Pilling was presented with a lovely coffee table which, we hear, is now resting in the mink pens.

Wes Fiddler (as a tribute to his courage in taking the fatal vows) received enough linens to last many a moon.

\* \* \*

Another of those "beardless youths" to complete 25 years with the Company, Herb Pilling was born in Leeds, England. He came to Canada as an infant and went to the old Carlton Street school where Eaton's parking lot now stands; took his first and only job at Eaton's as a parcel boy in short pants.

Today Herb is married and has two children. A member of the Masonic Order. In his spare time the active Mr. Pilling also goes in for raising mink on a small scale. "Many happy returns, Herb, both for the anniversary (and the mink)!"

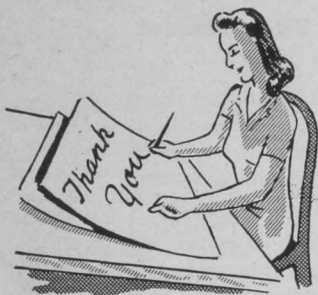
Eighteen

## The Big Bad Wolf Up to More Skulduggery!



The American visitor and his wife from down south were strolling through Eaton's when they espied an imitation "coon" coat in the men's fur department. This big, deeply furred model designed from timber fur gave the United States visitor an idea. A friend in the deep South had just written him a card complaining about the heat—then registering 116 degrees. To console this friend, he decided to have his picture taken wearing the fur coat with its accompanying cap. He would then send the photograph south, adding that he was enjoying the cool breezes in Winnipeg (local temperature around 70 degrees).

The question put to Mr. Tom Laidlaw was: Would Eaton's lend the coat and cap so the picture could be taken? "Needless to say, we were pleased to be of service," writes Mr. Reg Godwin. "Even if it did not mean a sale, it was a chance to be a good neighbour to our neighbour from the South."



# Letters of Credit

"An acquaintance that begins with a compliment is sure to develop into a real friendship."—Woodrow Wilson.

## Women's Fur Department Takes a Bow!

A "thank you" note and nice compliment comes to Mr. Ernest Aubin, sales no. 13, of our women's fur department, from Mr. Earl Aiken, purchasing agent of the Badger Paint and Hardware Stores, Milwaukee, Wis. Mr. Aiken writes:

"Thanks for the nice reception and visit in your fur department. We believe service, etc., through your store is tops—way ahead of any store visited. Will see you next time we are in Winnipeg.

"Truly yours,  
"Earl Aiken, 4601 W. Martin Drive,  
"Milwaukee, Wis."

\* \* \*

## Thank You, Mr. Voas!

**A Pioneer of the West Writes Us This Interesting Letter in Appreciation of the Eaton Catalogue and What It Meant to Him**

"The T. Eaton Co. Limited, Toronto, Ont.

"I came to this country from England in 1904, homesteaded at Last Mountain in what was Assiniboia, now Saskatchewan. After three years I proved up, got a mortgage and went back for my bride in England. We returned in March, 1908, which is 40 years next March.

"Amongst the furniture we bought was a kitchen arm chair (this was my badge of authority). We still have this chair in daily use, it has never had a nail or any other repair except for several coats of paint, and we have moved ten times, Manitoba, Saskatchewan, and four places in British Columbia. I think this is a wonderful record and, knowing you get lots of 'squawks,' I thought I would send you my appreciation.

"We always looked forward to receiving Eaton's catalogue on the farm and spent many an evening going through its pages on which we usually found real bargains. Living in Vancouver, we do not receive your catalogue anymore but sometimes, when visiting friends in the country, we see one and it's like meeting old friends. The name of Eaton's is one you may well be proud of through the years. Again I say 'Thank you for GOOD goods,' and wish you continued prosperity.

"Yours very sincerely,  
"S. R. Voas."

"P.S. The price of this chair was \$1.75. Remarkable!—S.R.V."

## "Just Being a Good Neighbour" Says Bobby Benson

The wife of a prominent North Dakota judge was shopping in the men's furnishings department. Opening her handbag to pay for her purchase she found, to her chagrin, that she had not brought sufficient money with her. Without hesitation, the salesman, Bob Benson, gallantly offered the American lady the loan of a "five spot," which she accepted. Her acknowledgment follows:

"Mr. R. J. Benson:

"I am enclosing check for the sum you so kindly loaned me making it possible to make the purchases I so greatly desired.

"Judge ——— joins me in thanking you for your kindness and consideration."

\* \* \*

## A Thank-You Note For Peggy Marshall

A Saskatchewan customer writing to Mrs. Peggy Marshall, children's shoes, regarding an order, has this to say:

"I am wondering when I shall get to Winnipeg again, but believe me, I'll be in to see you and thank you personally for all the help you have always given me, which is very much appreciated by a stranger in a strange land."

\* \* \*

## New Westminster Order Office Gets a Charming "Bouquet"

"People are always ready to complain about the poor service they get in the stores. Very seldom do they ever write to tell about the opposite. Well, I would just like to take this opportunity to let you know what a fine staff you have in your branch store here. Especially Miss Bolton and the gentleman here, are so helpful and always willing to oblige you.

"It's certainly a treat to do business with them.

"(Mrs.) Beth Marock,

"585 North Rd.,

"New Westminster, B.C."

Miss Mabel Bolton, referred to in this letter, has been six years with Eaton's in British Columbia. Congratulations, Miss Bolton, on this honourable mention!



## What, No Beauty Contest?

### Brandon Eatonians Enjoy Annual Picnic.

Just as sure as day follows night and spring follows winter, Eaton's outings at Brandon become more popular every year and, needless to say, this year's picnic at the Exhibition park was no exception.

With the temperature around 80 degrees, the 1947 picnic proved to be one of our most successful outings for the members of the staff and their families. A well-arranged programme of sports, consisting of novelty and running races, softball and swimming, was enjoyed by all. The highlight of the day was the lunch—tasty sandwiches, cake and pie, followed by an abundance of ice cream, soft drinks and popcorn.

Pictures at left tell the story of a grand outing by our growing family of Eatonians in the Wheat City. What, no beauty contest with all that pulchritude in evidence? Tsk! Tsk!



### Corn, More Corn and Song!

## Brandon's Annual Corn Roast

(Pictured Below)

Eaton's annual corn roast held Saturday night, August 23rd, was another very popular and well attended outing for the members of the staff, their families and friends. An old-time community sing-song was enjoyed, led by Bill Roberts and his trumpet. The main event of the evening came when the hot, delicious corn and coffee were served.





## Penticton Order Office Was In There Pitching!

When the Knights of Pythias Lodge at Penticton, B.C., sponsored a big Labour Day parade, Eaton's was fittingly represented by the handsome float pictured here. Credit for the idea and initiative behind it, is entirely due to Miss V. V. Davies, who is in charge of Eaton's mail order office at this point.

Miss Davies suggested a replica of the front cover of our Fall and Winter Catalogue with a map of Canada, which was adopted. Normally the float would have been prepared in Winnipeg, but as time would not permit, the neighbouring town of Kelowna did the job.

It will be recalled that Eaton's float in the recent Kelowna Regatta also came in for much admiring comment.

Congratulations to Penticton order office and an "orchid" for Miss Davies, who appears at right of picture with two members of her staff.\*

\* Sorry we haven't the other names of this charming trio. Perhaps Penticton will send these along so we can publish them later?—Ed.

## LATE "DESPATCHES"

### PRINTING PLANT PATTERN

By M. Hoffman

A baby boy was born to Mr. and Mrs. J. Woolcock. They have named the baby Donald.

Mr. Patterson of the composing room returned Monday, September 15th, after enjoying his quarter-century holiday.

On returning from his holidays, A. Ferguson of the pressroom, was in the train wreck at Dugald. His party of eight were very fortunate as none of them were hurt.

Congratulations to Cliff Lyons of the composing room, who was recently presented with the British Service Legion Medal from the St. James Legion.

\* \* \*

### Printing Plant Golf

Saturday, September 20th, the printing department held their 19th Annual Golf Competition at Elmhurst. With weather conditions uncertain the players came well prepared, as evidenced at the first tee, many showing up with rubbers and raincoats.

Scores ranged from 79 net up to 129 with the veteran Dave Arnott shooting his regular 79.

After the game all retired to the club house for a "specialty" dinner. Prizes were then disposed of and it was agreed by all that the tournament was the best ever.

### MAIN FLOOR

Here is one holiday that "Birdie" King of the women's gloves will always remember, for at Lake Brereton (moonlight, no doubt) this year, she became engaged to Mr. Bob Toby. They are planning on being married in the early part of next year.

Edith Ross and Anne Marks are two bride-elect from the women's gloves and hosiery department. The happy day for Edith was September 27th at St. John's United Church; while Anne is being married on October 11th at Emerson, Man. Best wishes to Edith and Anne from their fellow co-workers.

We are very glad to hear that Mr. W. Pearn (women's gloves and hosiery) will be back to work soon, after an illness of many months. We'll be looking forward to seeing you back at your old job once again, Bill.

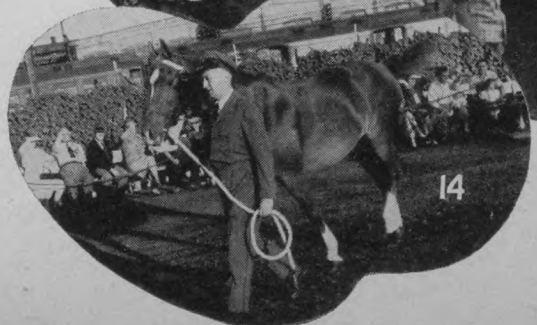
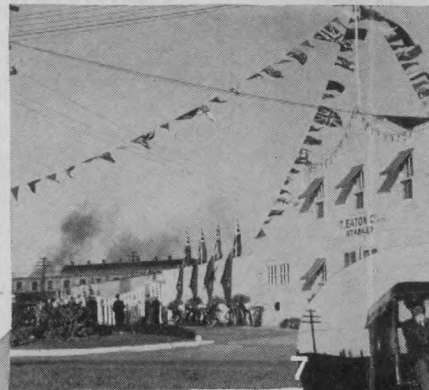
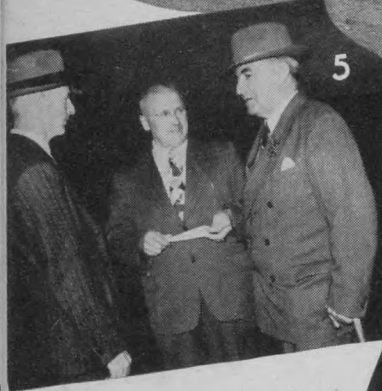
Mr. and Mrs. Winnipeg and

# EATON HORSES

Mayor Coulter Opens Show and Cor

Mr. and Mrs. Winnipeg and the children visited the home on Thursday evening, September 4th. This visit of four-footed friends who call daily at the homes of G and an enthusiastic crowd, it was a huge success.

1. "Sailor" is the dappled grey in centre with Dave Jones. At left is "Margaret" with Geo. Bevans. At right, "Princess" with Dave Benner.
2. "Brad," Winnipeg's beloved clown, delighted young and old.
3. "Golden Boy" wins again. Mr. J. Evans (back to camera) judging.
4. Line-up of the singles.
5. Left to Right—Messrs. J. R. Bell, Provincial Livestock commissioner; Clayton Tucker, and J. H. Evans, Deputy Minister of Agriculture.
6. Mr. Clayton Tucker introduces the features.
7. The stables were gaily bedecked for the occasion. Insert—Another harness class winner. (The driver holds the ribbon in his mouth.)
8. "Golden Boy," first in single wagon, was also first in teams with "Golden Girl."





Winnipeg and Family Visit the

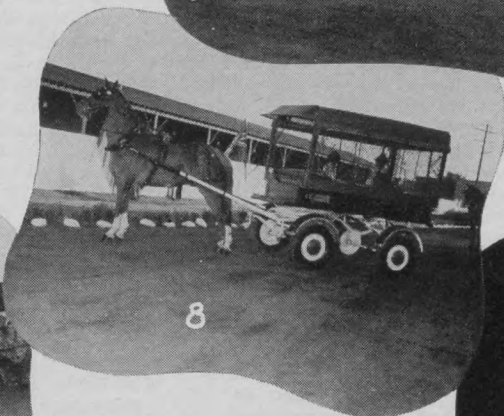
# SES "AT HOME"

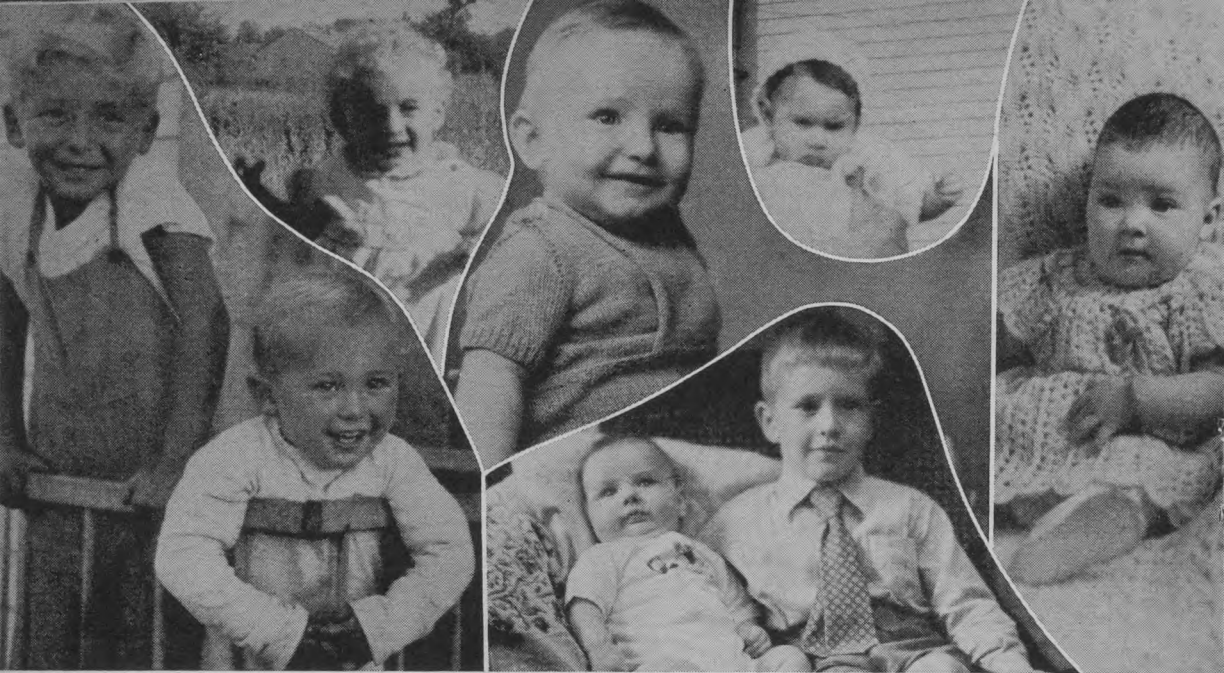
and Commends Company on Effort

visited the Eaton horses at their Pembina Highway. This was the second annual "at home" of those ones of Greater Winnipeg and, judging by the large success.

(Continued on Page Twenty-Four)

9. "Sailor" is judged by Messrs. Evans and Bell. Driver Dave Jones looks on pridefully.
10. His Worship Mayor Coulter opens the show.
11. "Soong Chiang," with Ed Anderson driving, wins harness class.
12. Mayor Coulter strokes the glossy neck of "Mayling Chiang."
13. Crowds visited the horses in their living quarters after the show.
14. "Elizabeth C" with Driver W. Boddy.
15. Winnipeg children are great horse lovers.
16. Line up for judging.
17. Mayor Coulter places the first prize ribbon on "Soong Chiang."





## Yes Sir! That's My Baby!

Top row—second from left: Jimmy Farrow, son of Cecil Farrow (mail order packing) and curly-haired grandson of Arthur Farrow (printing). Mommy was Miss Irene Arundle (mail order sporting goods). Centre: A stout fellow is Donald Graham (8½ months), son of Mr. G. Laughton (men's furnishings). Right: The wee one in the bonnet is Aileen May. Daddy is Mr. Bill Scott (drugs) and granddaddy, Mr. W. McPetridge (fire inspectors) who recently celebrated 35 years with Eaton's.

Lower row—left: Edward (5), Robert (20 months), the healthy, happy sons of Mr. Ed Kaspar (employees' cafeteria). Centre: David looks mighty proud of his baby brother, Michael. The up and coming sons of Mr. W. R. Sword (budget plan). Right: Lenora Joan (4 months young), the dimpled darling of Mr. Cornelius (egg candling).

### EATON HORSES "AT HOME"

(Continued from Page Twenty-Three)

Sleek and shining, and anxious to look their best, the horses competed against each other in the show ring for top honours in line, delivery and harness classes. Many of them had recently returned from various Manitoba exhibitions, where they had also distinguished themselves.

His Worship Mayor Garnet Coulter, who opened the show, commended The T. Eaton Company for its policy of keeping fine horses and its public spirit in displaying them.

Mr. Clayton Tucker presided at the microphone and introduced the various features. Mr. James Evans, deputy minister of agriculture, and Mr. J. R. Bell, provincial livestock commissioner, were judges.

Adding to the delight of the children was "Brad," Winnipeg's beloved clown, who included a pony and cart in his repertoire. The stables were bedecked with flags and bunting for the occasion, while the flower-bordered walks and velvety lawns surrounding the stables never looked lovelier!

The crowd warmly applauded every feature—especially responding when Mr. Tucker explained: "These are not merely show horses—they're delivery horses who work every day calling at your homes."

But if any one horse stole the "show," it doubtless was our old friend "Peacock." As this 20-year-old veteran was led around the

ring, Mr. Tucker explained that "Peacock" was born in the Eaton stables and had led the Santa Claus parade for many years. It was "Peacock's" big moment and he seemed to make the most of it, prancing around the show ring and nuzzling sugar from the outstretched hands of children.

Following the show, crowds entered the stables proper, many bent on a spot of visiting with the delivery horse of their own neighbourhood. Not a few lumps of sugar changed hands here, along with a caress, for horses are like children—they love to be loved—and who can help loving both?

### A THOUGHT FOR THE MONTH

If it's very painful for you to criticize your friends, you're safe in doing it. But if you take pleasure in it, that is the time to hold your tongue. —Alice D. Miller, in *Women's Day*.

### 'TAINT SAFE!

Fellows who drive with one hand (says the *Calgary Herald*) are usually heading for a church aisle. Some will walk down it, some will be carried.

\* \* \*

**BANK:** An institution where you can borrow money if you can present sufficient evidence that you don't need it.

## Mr. Archie Glennie Calls It a Day

Honours were paid to Mr. Archie Glennie by the garage staff on Friday evening, August 29th, in a mass invasion of his home at 315 Bannerman Avenue to celebrate the event of Mr. Glennie's retirement from the Company after thirty-six years of service.

By prearranged "skulduggery" he was absent from his residence between 9 and 10 p.m., and in that time a gathering of the staff, with their wives, arrived to welcome his arrival home to a "surprise party."

During the evening Mr. Arni Arnason (head of department) made a presentation of a fishing rod, with all the accessories, expressing appreciation of Archie's long and faithful service. He also voiced the wish of the staff that Archie's leisure years be filled with much happiness also, with opportunities to enjoy his hobby of fishing and to visit the west coast, Niagara peninsula and other distant points.

Immediately following the presentation, Mr. Sam Smedley read a poem (written by himself) and dedicated to Mr. Glennie, reviewing past impressions of "the boss." We quote in part:

### JUST AROUND THE CORNER

At last we have come to the end of the trail  
That was filled with laughter and cheers,  
For the man we all know, yes our boss and our friend,  
At the end of those thirty-six years.

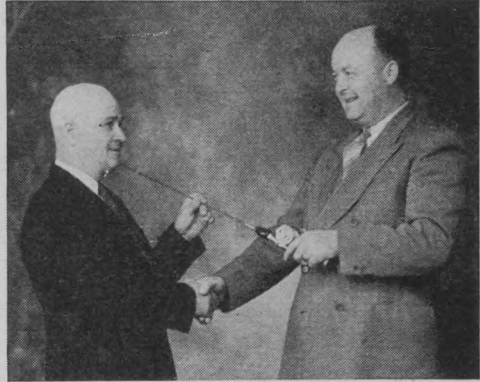
It's been a long, weary trek, night after night,  
Driving down to that darned old garage;  
But the old car it "knew" just where to go  
To deliver the weary old Dad.

But it's nice, friends, to know, now he's finished  
The job,  
That Arch always was honest and true.  
Yes, he answered the call and with us he played ball—

And we hope his successor will, too.

So tonight in this room, ere we leave for our homes,

Make it echo from the roof to the cellar,  
Unite as we sing not "God Save the King,"  
But "He's Been a Jolly Good Boss and Good Fellow."



"Good Luck and Good Fishing"

Arch Glennie (left) receives a top flight fishing rod from his garage associates. Mr. Arnason does the honours.

Mrs. Glennie obviously enjoyed having a crowd of friends. Being the "life of the party" is apparently one of her many pleasures, which is reflected in her happy family. The Glennies have one son, who is married with one child; also a married daughter with three children, and two daughters at home.

To wind up the evening's activities, delightful refreshments were served. Then with much handshaking and sincere good wishes extended to Mr. Glennie for his happiness in years to come, a grand evening came to a close.

### CORRECTION

In last month's Contacts it was reported that Mr. Fred Goulty (formerly Eaton drivers, now retired) had passed away at Vancouver.

The report should have read Mrs. Goulty. Our apologies and sincere sympathy to you, Mr. Goulty, in the loss of your beloved wife.

\* \* \* \*

## Miss Amy Simmons Honoured with Gifts



Planning a return to England as soon as conditions become more favourable, Miss Amy Simmons (mail order statements), at right of picture, retired on August 20th.

To show their affection for this friendly, warm-hearted little Englishwoman, the staff loaded her with parting gifts. Among these were a lovely travelling case and dresser set. Miss Simmons plans to take up tailoring and, later on, a dressmaking course in her leisure.

Best of luck from your many friends, Amy!



## AIR CADETS TOUR BRITAIN

This year, for the first time, forty-six Air Cadets of Britain were flown to Canada for a tour of our country. In exchange, forty-six Air Cadets of Canada were flown to Britain for an extensive tour of England, Scotland and Wales. Sgt. Gerry Holman, Air Cadet and Junior Executive, describes this memorable experience.

"The cadets west of Winnipeg, including myself," writes Gerry Holman, Eaton Junior Executive, who was one of the two Manitoba boys chosen for the tour, "were flown to Montreal by Air Commodore Plant of Vancouver. Here the cadets met and were divided into two groups, one party going to the north of England under Sqn. Ldr. Illsley of Montreal, and one party going south under Mr. Nick Carter, past-president of the Air Cadet League of Canada, who were sponsoring our trip. The English boys arrived at Gander, Newfoundland, in two York transports. As one of the Yorks had had radio trouble only the other flew on to Montreal. Here the English boys were cordially received and on the following day, Wednesday, August 30th, we left in the York and two Dakotas for Gander. Staying overnight there, the north party left on Thursday night in the serviceable York while the south party had to wait for the other York to be repaired. Consequently they were thirty-six hours late.

"We, of the north party crossed the ocean by the Azores in about twenty hours' flying time and arrived at Heathrow Airport, outside of London, at 6:30 Friday night. We were stationed at Halton until Sunday, August 2nd, when we began our journey north.

"Our journey north was made in an R.A.F. motor bus and we were accompanied by Sqn. Ldr. Norman from the R.A.F. On this journey we saw such places as Bridlington on the North Sea, York, Sheffield, Scarborough, Edinburgh, Glasgow and the Highlands. Most of our tour included historical points and meeting important dignitaries.

"Two of the buildings which we saw impressed me immensely. One was York Minster, parts of which date back to 1180. The other was the wonderful Scottish War Memorial at Edinburgh Castle—the marble and bronze on the interior of which lends a note of deep reverence to the edifice.

"We also saw Cranwell College, the R.A.F. counterpart of Westpoint. On August 11th, we met the south party at Halton from where we toured London, including St. Paul's Cathedral, The Tower of London, Houses of Parliament, and the River Thames. We also travelled to Oxford University, Windsor Palace and the Whipsnade Zoo.

### Over Europe, Too

"Three single events that stand out in my mind are the Scottish Highlands, the air trip over Western Europe and our visit with the Duke of Portland. The highlands are beyond description! All one can say is that they definitely live up to their reputation. Although the hills are not high, they are rugged and spectacular.

"Our trip over the continent was both instructive and interesting. We saw such spots as

Caen, Dunkirk, Brussels, Cologne and Essen. Cologne and Essen seemed to be the hardest hit although the beaches of Dunkirk are still heavily pock-marked. As we crossed the Channel winging our way home, we saw the white cliffs of Dover, resplendent with the sun shining on them, a symbol of British power!

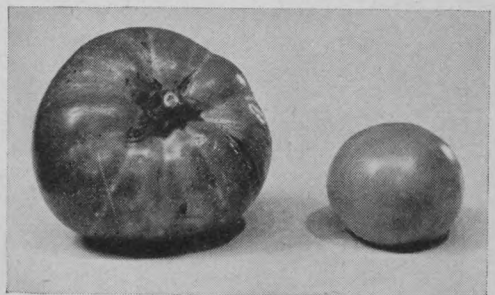
### Taking Tea with a Duke

"We visited the Duke of Portland at his ancestral home outside of Sheffield. His estate consists of 19,000 acres, part of which is used by the army. His home contains many fine paintings and his stables are the second largest in the world. Besides this, his ballroom is one of the largest privately owned in the world. Both the Duke and Duchess were charming people and after showing us their famous gold and silver plate collection, entertained us at tea.

### Britain Still Dauntless

"In closing, I would like to express the sentiments of the editor, who spoke to us in London. He impressed upon us the fact that although Britain is in a dire state economically, she is by no means defeated. Britain is in great need of every sort; seven-eighths of the American loan has already been spent and to increase the revenue of exports the meagre rations of the British people are to be cut further, but if these exchange visits continue, as I believe they will, and the youth of the Commonwealth become familiar with world problems, we may rest assured that the citizens of tomorrow will be well prepared to face the problems of the atomic era."

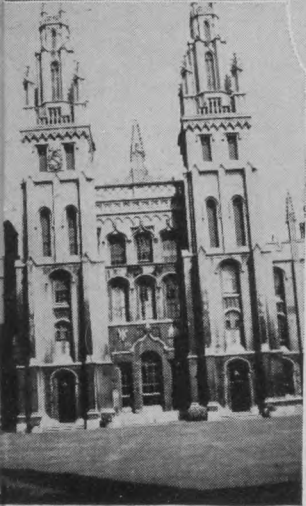
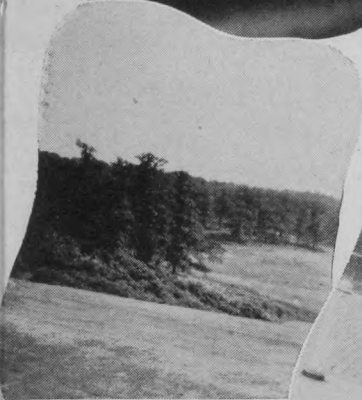
### AHA! ME PROUD BEAUTY!



No, Alice, that object at the right of picture is not a marble but a tomato of average size, weighing about 4 ounces.

The mountain of mouth-watering goodness beside it is a king-size tomato grown by Fred Latter, furniture warehouse. The giant weighed 1 pound, 2½ ounces!

Fred has a penchant for growing giant vegetables. Last year he grew a monster potato. Fred's pomme de terre and his luscious super tomato fed a family of five. Yep, they were delicious, too!



## AIR CADETS TOUR BRITAIN

### Views From Flight Sergeant Holman's Camera

Top row—left: Surmounting the hill is seen "McKeag's Folly" at Oban, Scotland. Centre: The distinguished looking gentleman in foreground is the Duke of Portland. Right: A typical thatched cottage of old England at Chettle, Salisbury Plains.

Second row—left: Reminiscent of Robin Hood is this glimpse of Sherwood Forest. Centre, left: The entrance to Edinburgh Castle. Centre, right: This bonnie laddie is the "MacIntosh." Right: Flight Sergeant Holman himself.

Lower row—left: All Soul's College, Oxford University. Centre: A corner of the Duke of Portland's ballroom, one of the largest in Britain. Right: A group of Air Cadets on tour.



(For Descriptions of Pictures See Facing Page)

## Behold The Bride!

"Hear the mellow wedding bells . . .  
What a world of happiness their  
harmony foretells!"

September ushered in its usual harvest of starry-eyed brides throughout the store and mail order. To those pictured here, and to many others who doubtless escaped our "snooping" reporter, we say on your behalf: "All happiness, and may you live long and prosper!"



Twenty-Eight







#### Descriptions of Pictures on Facing Page

Top row—left to right: Mrs. Walter Green, nee Lois Didmon (mail order correspondence). Mrs. J. Barron, nee Anne Valka (mail order packing). Mrs. Bert Lennen, nee Margaret Simpson (mail order packing). Mrs. K. Perry, nee Rhoda McDermott (mail order packing).  
Centre—left: Mrs. John Karle (wearing corsage), nee Hilda Booth (mailing list).  
Lower row—left to right: Mrs. William Erickson, nee Winnie Clapham (mail order hosiery). Mrs. George Fiphan, Portland, Oregon, nee Molly McCurry (mail order correspondence). Mrs. C. Harper, nee Lil Irvine (mail order correspondence).

\* \* \*

The marriage of Miss Flo Mowat (mail order copying) to Mr. Stan Hine, took place at Holy Trinity Church on September 24th. On leaving, Flo was presented with a gift of linen from the department as well as numerous other gifts from her business associates.

#### Descriptions of Pictures on This Page

Top row—left: Mrs. Donald Shirtliff, nee Grace Hartle. Right: Mrs. Lawrence Studney, nee Betty McPherson (mail order cashiers).  
Centre row—left: Mrs. Robert Nichol, nee Hilda Creek (mail order paints, wallpapers), married August 30th at Young United Church. Centre: Mrs. George McCauley, nee Helen Aitken (farm implements), married August 30th. Right: Mrs. Wilf Saunders, nee Doris McBryde (china), married September 15th.  
Lower centre: Mrs. Jack Knite, nee Doreen Squires (general office), married August 22nd.

\* \* \*

#### LOVE

I hied me high, I hied me low  
I looked by hill and valley green;  
For I was searching after love  
But never love was seen.  
I hied me back to my wee, small house;  
My doorway opened wide;  
And as I turned, behold there stood  
Love, laughing by my side.

—Julia Collins Ardayne.



Top row—left to right: Mrs. Graham Dodge, nee Anne Jervis (mail order copying) married September 3rd. Mrs. Gordon Beatty, nee Erleen Stevens (mail order copying) married September 6th. Mrs. James Fargey, nee May Stones (boys' clothing) married September 19th.

Second row: Mrs. John Alby, nee Elsie Unrau (budget plan office). They were married September 13th. Mrs. Nels Stavenjord, nee Marjorie Spencer (bedding office), married September 13th. Mrs. Raymond Pearce, nee Betty Humpage (fancy goods), was a September bride.

Third row: Mr. and Mrs. Glyn Morris. Mrs. Morris was the former Evelyn Bailey. Both with the china department. Married September

ber 16th. A threesome of brides. Standing left is Mrs. Bill Chambers, nee Winnie Bannerman, married September 9th; right, Mrs. Dennis Hooper, nee Eve Lesevich, married September 12th; seated, Mrs. William Drielick, the former Ruth Myers, married September 13th. The lone male is their former boss, Mr. L. E. Summers. Mrs. John Hudgert who was Phoebe Oldfield (mail order cashiers), married September 8th.

Lower row: Mrs. Victor Pelletier, nee Terry Le Jeune (candies) married on September 13th. Mrs. Phillip Edwin Ross, formerly Miss Muriel Simmons (signature, children's hosiery) married September 6th. Mrs. Wes Fiddler, nee Mona Bell (mail order exchange) married September 8th.



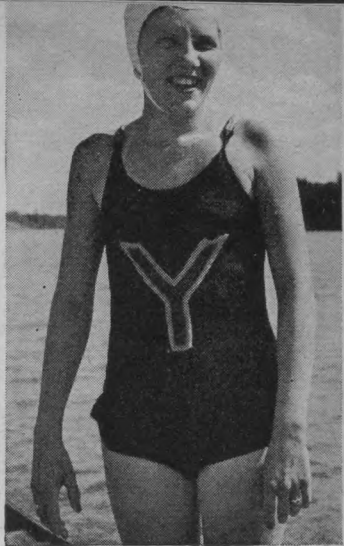
Jack Seale

## DOMINION SWIM CHAMPION

### VIVIAN KING ADDS MORE JEWELS TO HER CROWN

Our own Vivian King (foodateria) added two cups and three medals to her big collection by winning the Western Canadian senior women's mile championship in Vancouver and the Canadian championship 100-yards free style, as well as the 440 free style at Victoria. Congratulations, Vivian, we're all very proud of our swimmer!

Last but not least of all, we are all very pleased to have Mr. Foubister back on the job after quite a lengthy illness. Just how popular our "boss" is you can tell by the number of callers he has coming into the office wanting to know how he is getting along.



Vivian King

### JACK SEALE, SPEED STAR

Although Jack Seale (opticals) is one of the most modest young men you could wish to meet, his middle name is speed! In the above picture Jack has just won the 1,000 kilometer bicycle race from Letellier, Man., to Winnipeg—a distance of 62 miles, for the Shea trophy. The race took place on Labour Day with 17 starting.

Jack is also a speed skater having won the Western Canada and Intermediate championships.

Jack was six years with the navy. Spending three and a half years on an aircraft carrier, he went into action during raids on the Norwegian coast.

Now studying to be an optometrist, he has already spent a year in Toronto University.

### CONGRATULATIONS, BILL NORRIE

Among the winners of Manitoba scholarships recently announced is William (Bill) Norrie, senior councillor in Eaton's junior executive. Bill was also awarded the Governor-General's Medal in 1946.

A fine type of Canadian youth, Bill has a promising future. Congratulations!

### ONTARIO LAWN BOWLERS WELCOMED

The picture at right, taken at Assiniboine Lawn Bowling Club, shows Skip Bill Dickie (general office) with opposing skip, Mr. W. H. Downey, Mount Forest, Ontario. Dickie won by three points.

The occasion was the visit to Winnipeg of a large group of Ontario lawn bowlers from Toronto, London, Peterborough and other points. Eaton men in the tourney were Bill Dickie, Lon Wharton and Jim Bloomer (the last two now retired).

The easterners brought a special score card with them that is worthy of note because of its bright, friendly little slogans: "The virtue lies in the struggle, not the prize"—"Happy to meet, sorry to part! Happy to meet again."



### MEET DOROTHY LLOYD!

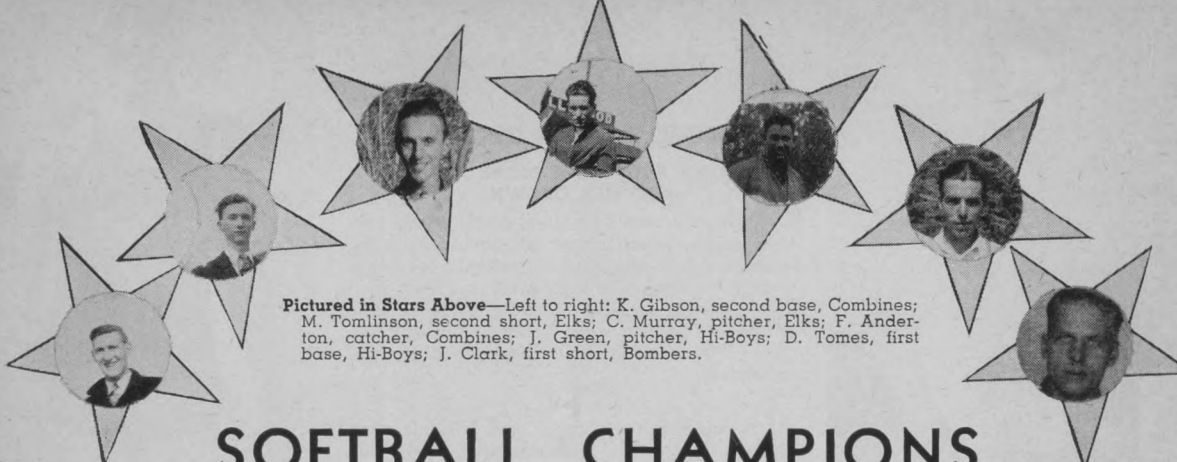
Here's an Eaton girl who is doing a real job of service during her vacations! A skilled swimmer, Dorothy Lloyd of mail order complaints, teaches the fundamentals of swimming to little children at Birtle, Man., her home town.

In the capacity of chaperon, Dorothy accompanied the Manitoba swimming group to Victoria for the Dominion championships. It filled her with pride to see three Birtle girls acquit themselves creditably at Victoria.

In one picture we see Dorothy at the Jasper, Alta., station, and the other shows her teaching a little tot to swim.







**Pictured in Stars Above**—Left to right: K. Gibson, second base, Combines; M. Tomlinson, second short, Elks; C. Murray, pitcher, Elks; F. Anderton, catcher, Combines; J. Green, pitcher, Hi-Boys; D. Tomes, first base, Hi-Boys; J. Clark, first short, Bombers.

# SOFTBALL CHAMPIONS

## COMBINES CROWNED KINGS!

Once again at the close of a very successful season of sport, we are privileged to show in picture form, the winners of this season's campaign, together with our all-stars who have been selected by team managers and the umpires. While we know their judgment will be different from some of us, we must realize they tackled a difficult job and, knowing baseball and its players, we think they have done a good job.

The writeup on the men's playoff was given to Tom Cormie of Combines and leaves little to be desired. For the girls' playoff Frank Heath of Pats took on the job and we note he has

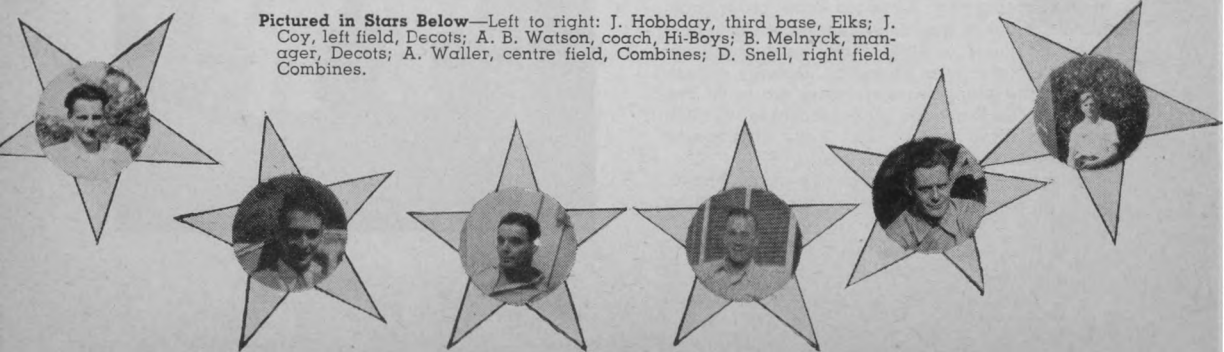
left nothing out. The art work around this page was done by Bob Smith of Elks and it certainly looks grand! To these three gentlemen, we give credit for a job well done and extend our heart-felt thanks for the performance of these duties.

The banquet and presentation of prizes will take place on Thursday, October 23rd, at the Marlborough Hotel. Several new features will be added this year. One is that the teams will sit together and be responsible for decorating their own tables. Other novelties are yet to be worked out. Be sure to see your team manager for your tickets and information, early.



**THE COMBINES—Men's Champions, 1947, Eaton Softball League**

Back Row, left to right—T. Cormie, assistant manager; R. Collins, o.f.; D. Snell, o.f.; H. Clane, 3b; C. Saunders, p.; W. Cousins, 1b.; S. Reshetka, r.ss.; R. Walker, l.ss.; A. Waller, o.f.  
 Front Row—E. Latter, p.; L. Jackson, o.f.; K. Gibson, 2b.; Captain G. Fordyce, 1b.; A. McFadzean, p.; (inset) R. Pryne, manager.  
 Missing from photo: F. Anderton, c. (coach) and R. Harding, o.f.



**Pictured in Stars Below**—Left to right: J. Hobbday, third base, Elks; J. Coy, left field, Decots; A. B. Watson, coach, Hi-Boys; B. Melnyck, manager, Decots; A. Waller, centre field, Combines; D. Snell, right field, Combines.

Pictured in Stars Above—Left to right: M. Mathews, second short, Pats; L. George, second base, Imps; D. Tarrant, pitcher, Pats; M. Ritchie, catcher, Imps; A. Koratash, pitcher, Rangers; L. Daniels, first base, Pats; D. Bowling, first short, Royals.

# SOFTBALL CHAMPIONS

## PATS REPEAT AS QUEENS!

The Eaton Girls' Softball League was a huge success this year with some outstanding players on all teams.

But when the Imps and Pats met in the finals, they gave the fans three great games which had the crowd applauding both teams on their smart plays.

The first game was a very tight affair, both teams played great ball and both pitchers deserve a lot of credit as the final score was Imps 3, Pats 6.

In the second game Evelyn Dubard was the outstanding hitter for the Pats with four for five,

while Margaret Cook had five put-outs while holding down the third sack. For the Imps, Janet Reid was the heavy slugger with two for four and Ritchie and George were the outstanding fielders with four put-outs each. Final score was Pats 8, Imps 3.

The third game was the best of them all, as it was one of those do or die games. Imps were leading at the halfway, 2 to 1, and a lot of credit goes to the Imps' catcher, Millie Ritchie, and their second baseman, Lillian George, who played a great series and make a wonderful

(Continued on Page Thirty-Five)



**THE PATS—Champions 1946-1947**

Top Row, left to right—F. J. Heath, assistant manager; C. Mickoski, p.; M. Stevens, r.f.; E. Kunz, l.f.; M. Cook, 3b.; W. N. Clay, manager; D. Tarrant, p.; M. Stambra, r.f.; I. Daniels, lb.; J. Torbet, coach.  
 Centre Row—D. Lamb, c.; P. Griffith, r.f.; D. Chambers, captain, 2b.; Mrs. Heath, secretary; D. Horne, r.ss.; E. Tetreault, c.; E. Dubard, p.  
 Front Row—A. Solatycki, c.f.; D. Heath, bat boy; M. Matthews, l.ss.

Pictured in Stars Below—Left to right: M. Cook, third base, Pats; J. Senkieu, left field, Aces; F. Heath, coach, Pats; W. Clay, manager, Pats; D. Chisnell, centre field, Royals; M. Stevens, right field, Pats.



# EATON'S *Mixed* 5-Pin BOWLING LEAGUE

Here We Go Again! - - Off to a New Season

By Bill Hogg

At the recent general meeting of the Five Pin Bowling League genial George Firth was re-elected as president, and hard-working Dave Mackie returned to the office of secretary. E. Sigvaldson was named treasurer. Miss G. Morris, Miss J. Tillison, George Bennett, Clarence Saunders, Sid Gerrard, Bill Hogg (publicity) and Pat Fellows (substitutes) round out the committee.

With alley accommodation for only 70 teams, the executive were sorry to turn down many applications. There were 79 team applications submitted, besides a long list of individual entries. Many of the old regulars are back with a fair sprinkling of new faces in every division.

The schedule is divided up into three series again, with nine nights play in each series. The opening night was Tuesday, September 16th, and the final night will be April 13th. There will be a four-weeks lay-off in December.

## OPENING NIGHT

**Tuesday, September 16th**—it's opening night for the Five Pin Bowling League! Some 350 gals and guys from all over the store and mail order turned in a combined assault on the pins to come up with a standout first night performance. Some of the old regulars slipped right back into the groove, toppling the pins for good 700 scores, while some of the newcomers had a lot of trouble making old Mr. One-Pin lie down.

Opening night was a good start for the Spillers and the Merries, in **Division 1**. Each of these teams took three games. Set-Ups, Hits and Misses and Strollers picked up two victories each at the expense of Pat's Punchers, Sport Togs and Scotties. Rough Riders and Kentiles got off on the wrong foot, losing all three.

Margaret Binnie was the high scorer for the ladies with a good 703 count. Tommy Scott was top man, scoring 761, closely followed by Bill Liver with a 734 count.

In **Division 2** Selects scored the only sweep at the expense of the Fuzzies. Capitols, Skippers, Peepers and Sparklers all managed to gain that one-game decision over their first-night rivals. "Siggy" Sigvaldson and Fred Olson both turned in lovely three-game totals of 776. "Siggy" got a 341 for the high game of the evening. Esther McGowan led the ladies with a nice three-game total of 629, followed by Nellie Sigvaldson with 613. Others over the 600 mark were Ernie Wall, Cy Scarr, Sid Gerrard and Hazel Tarry.

The Hucksters and 7-Ups stole the show in **Division 3**. In their first game Hucksters rolled 1012 and came on to cop the high team total with 2814. Bill Hogg turned in a 691 effort, with high single of 297. Edith Backlund of the 7-Ups showed everyone the way with a fine three-game total of 724 and high single game of 290. Nice bowling, Edith!

Eagles scored the only sweep of the division, with the Hucksters, 7-Ups, Lafalots and Chibabas coming up on the right end of the 2-1 count.

Three sweeps featured first night's play in **Division 4**. Snowballs, Rip Saws and Penny Pinchers being the hot trio. Monarchs and Whizz Bangs gained two triumphs apiece at the expense of the Decots and Eureka's. Molly

Ellis led the Snowballs to a fine team total of 2835. She contributed the high three-game score of 706, with a nice 281 count in her first game. G. Gillespie, also of the Snowballs, turned in the men's high three of 656. H. Morgan was the only other man to beat the big 600 mark. King (584), Caven (561) and Headon (561) were the other top scores amongst the men, while Louise Hartwick (562), Jean Prudhon (536), Joan Mortimer (531) and Jennie Moss (525) led the ladies.

It looks like a ding-dong battle shaping up in **Division 5**. No team was able to cop all three games. A. Jenkins led the Dust Pans to two victories over the Panty Waists by putting together a solid 613 count. Ruth Patenaude lent valuable assistance with her sparkling 606, including a 243 high single. Russ Chatfield of Hawks turned in a good 592 effort, but the Hawks dropped two to the Try Hards. Mixers and Alley-Byes gained the edge in the other two contests.

In **Division 6**, Ramblers turned in the best team total, with a good 2,527 showing. However, they lost two games to the Drivers, in spite of it. Al Inglis came through with a 632 total, followed by Bud Insch, with a good 566 score. George Niven scored the high single of 265 and Bud Insch was only one pin behind him. Miss D. Goertzen, 573, and Anne Ellis with 553, led the ladies. Split Atoms and Zoot Shooters each gained a 3-0 decision over the Majors and Comets, respectively, while Dandies accounted for two games against the Zeros.

Stan Olson did the high scoring for the men in **Division 7** putting together a good 593, which included the high single of 258. Florence McLelland turned in the ladies' high three of 586 and high single of 254. Results in this division were: Zippers 3, Westerners 0; Rovers 2, Trotters 1; Red Hots 2, Panthers 1; Peppy Pals 2, B-Bees 1.

Scoring in **Division 8** was not exceptional but fairly good in most cases. Joe Green of the Raiders took the high three title with a sparkling 633, and Jack Kellas shot the high single of 263. The ladies weren't quite as good this week. Dorthea Hardiman had 505 for high three, while Joan Telliston's 229 was best girls' single of the night. Has Beens scored the only sweep, with Raiders and Vikings taking a slight lead over the Quints and King Pins.



## At Last It Can Be Told! Film History of The Manitoba Dragoons

Follow Manitoba's Famous Armoured Car  
Regiment From Winnipeg to Germany  
and the War's End

This pictorial motion picture showing the building up and entry into action of the 18th Armoured Car Regiment (XII Manitoba Dragoons) is now ready to be shown.

The first public presentation of the picture will be made on Saturday, October 4th, 1947, at the Playhouse Theatre, Winnipeg.

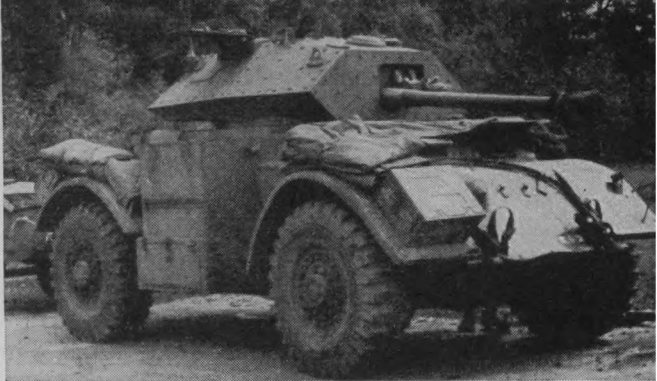
The film was started in Winnipeg in 1939, with the early training activities of the men who were the first to join the regiment. It takes you through England with the unit, and on into Normandy, Belgium, Holland and Germany. Many of the action shots were made at great risk to the cameraman.

The regiment has a history it can well be proud of, and in this film is shown the making of that history.

One of the finest regimental pictures to come out of this war, the film is being shown under the distinguished patronage of His Honour R. F. McWilliams, Lieutenant-Governor of Manitoba.

Proceeds from the showing of the picture will be devoted to the upkeep of the ward endowed by the Manitoba Dragoons in the Children's Hospital.

Tickets may be obtained from Mr. G. Pryce, men's furnishings, or Mr. Vic Stilwell, radios and music department.



Germany, May, 1945

## SOFTBALL CHAMPIONS!

(Continued from Page Thirty-Three)

combination. Then came Doreen Lamb of the Pats, who connected when it was wanted, by hitting a home run with two on that broke up the ball game. Final score, Imps 6, Pats 13.

So with the putting away of bats and gloves, sweaters and stockings, another summer's activity has come to an end. We wish to offer our congratulations to the Pats on being the champions, and to the runners-up just better luck next time.

\*

The finals of the Men's Fastball League have now been completed. They have been very closely contested and the series has been one of the best enjoyed by the league. The following are the scores of the games played, and the batteries.

The first game ended in a 5-all tie. Batteries: Combines—McFadzean and Anderton. Hi-Boys—Moody and Askew.

The second game went eleven innings to a 2-all tie. Batteries: Combines—Saunders and Anderton. Hi-Boys—Green and Askew.

Hi-Boys took the third game by a score of 7 to 3. Batteries: Combines—Latter and Anderton. Hi-Boys—Green and Askew.

Combines won the fourth game, 12 to 3. Batteries: Hi-Boys—Green, Moody, Askew. Combines—McFadzean and Anderton.

Fifth game was won by Hi-Boys, 6 to 4. Batteries: Combines—Saunders and Anderton. Hi-Boys—Moody and Askew.

In the sixth game Combines tied the series at two games each, the score being 9 to 5 for Combines. Batteries: Hi-Boys—Green and Askew. Combines, McFadzean and Anderton.

The seventh and final game was won by Combines, 14 to 6, Combines committing a number of errors, coupled with timely hitting by Combines. The batteries: Combines—Saunders and Anderton. Hi-Boys—Moody, Green and Askew.

The series was hard fought throughout and was well handled by the officials in charge of the games. Thus the 1947 season wound up with the Combines being the new champs.

### "Sliding Into Second"

Eaton men's All-Stars defeated Drewry's, 5-3, in an exhibition game at Main Street Stadium. Umpires were Kellas and Siddle.

Elmer Bader of Hi-Boys is in Victoria Hospital due to an accident. We are thinking of you, Elmer, and hope to see you around again soon.

Hats off to the winners and to the losers. Better luck next season.

We will report on the election of officers for next season in the November Contacts.

Latest exhibition game results: Aces 4, Pepsi Cola 2; Pepsi Cola 1, Aces 6.

Our thanks to Mr. Hurlburt, editor of Contacts, for his support in reporting our doings this season. Thanks, Bill!

The executive wishes to take this opportunity to thank all those people who helped in any way to make this season the success it was, also the umpires for their good work.

We hope all will continue their help and support for the 1948 season.

Here's hoping to see you at the banquet!

—Wm. N. Clay.

## "Lost Lagoon" (or Is It?)

Mr. W. J. Reid writes: "On looking through the holiday pictures in September Contacts, I think the picture entitled 'Lost Lagoon,' Stanley Park, is a little mixed up. That should have been entitled 'Lumberman Arch Swimming Pool' as the 'Lost Lagoon' has weeping willows planted around the edges and a large fountain in the middle with beautiful lights and water spraying at night as entertainment for visitors."

The holiday snap "Lost Lagoon" was sent to Contacts by Tom Troughton (132). How about it, Tom?—Ed.

Incidentally, Contacts will be glad to publish more holiday snapshots of general interest. Drop up and see us.

## "Love That Man . . ."

Not merely because he's good looking—he is. Nor just because he's a nice guy—he is. We "love that man" because he never calls us at the last minute and says: "We're making a presentation to Johnny Herelong in about five minutes. Will you please come right away and bring a photographer?"

No sir, our paragon is a model of foresight and consideration. He writes us a memo days, sometimes weeks, ahead, telling us about the event coming up in his department and gives us all available details.

This enables Contacts to plan its space ahead; assures the item going in; saves time, tempers, etc. Yes, sir, we "love that man" who helps us to make the all-important "deadline" for publication. Thank you.



### BASEMENT STORE



Best wishes go to Eleanor Attrill (901), who left to be married on September 20th. She was presented with a breakfast set and chenille bedspread from the department.

Congratulations to Mr. Tom Grant of department 928. He was the proud papa of a bouncing baby boy on September 13th.

Vincent Besth (928) is back at work once again after an illness of six weeks.

Our deepest sympathy is extended to Mr. G. Brown (928) on the death of his father.

We hear rumours that Mr. G. Nesbitt (928) was on the "Shirriff's Fun Parade" and was the happy winner of a live pig and a box of apples. Is this true, George?

Mary Louise Enns (926) left to resume her studies at university. On leaving, she was presented a lovely handbag from the department.

Miss Kay Cole (926), who left on August 9th to be the bride of a "Mountie," was presented with a beautiful mirror by Mr. L. Lewis.

### Fresh From the Foodateria

In honour of Dorothy Robinson, who left to be married on September 13th, a breakfast party was held in the grill room Wednesday morning, September 10th. A lovely lace banquet cloth and large mirror were presented to our bride-to-be. This is another store romance, the lucky man being Jack Shields from the mail jewellery repair. Best wishes from the gang.

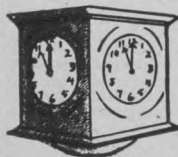
Teresa Coulombe (foodateria), another happy bride-to-be, was the recipient of a gift of blankets, while Edna Heibert received a gift of linens for her trousseau.

Welcome back to Mr. Carl Johnston, just returned after a long illness.

Irene Allan, holidaying in Vancouver, liked it so much she decided to stay.

\* \* \*

### MAIN FLOOR



The management and staff of department 212 (drugs, etc.) held a corn roast at Maple Grove Beach on September 12th, and what a time they had! About 70 department members and friends attended.

It seems that Mr. N. M. Gray was a little late in arriving from another engagement, as he missed the spot and landed up in the vicinity of St. Adolphe, Morden, or was it Headingly? The roast was a huge success and exceedingly well organized by Mrs. Anne Franklin and Miss Featherstone. Let's have more of the same!

Thirty-Six



### MEET MR. AND MRS. BOB STACEY!

Wedding bells rang on August 9th for Marie Haines (fifth floor restaurant bar) and Robert Stacey (basement meats). Bob's associates in the meats presented him with a handsome trillite and ere he surrendered his freedom they stood him to a stag party.

Terry Le Jeune (candies) was presented with a pair of blankets from her department associates on her departure from the store. Terry became the bride of Mr. Victor Pelletier on September 13th at Sacred Heart Church.

The engagement is announced of Edna Glyn, in charge of the chocolate counter, to Mr. Jack Stinson of the C.P.R. Edna looks very happy.

\* \* \*

### SECOND FLOOR

Glad to hear that Mrs. W. L. Boston, wife of Mr. Boston (first assistant, fancy goods), is recuperating favorably after a serious illness.

Jean McCorquodale left us to live "out where the west begins," in Calgary. We will sure miss you, Jean! A pleasant Wednesday afternoon was spent when the girls of the department entertained at a luncheon for Jean. Best of luck!

The fancy goods department held a combined shower at the "Homestead" on September 5th for two brides-to-be, Misses Marion Alexander and Dorothy Bader. Marion's future husband is Mr. James Charlton and the wedding takes place at Vancouver on October 8th. They will reside in Madson, Ont. Dorothy Bader is now Mrs. William Godfrey. They honeymooned at Banff. Best of luck, kids!



### CONGRATULATIONS, DADDY!

Tom Ritchie (jewellery) left of picture, looks very proud and happy as he receives the congratulations of Mr. Alex Cranston, head of department, upon the arrival of Bryan (9 lbs.) on Sunday night, September 14th. Daddy was in the navy during the late World War and he met mommy in dear old England.

## THIRD FLOOR



A miscellaneous shower, in honour of Violet Rainville (meats), a bride-elect of October 4th, was held at the home of Mrs. G. Kelly on Tuesday evening, September 9th. Violet received a grand assortment of gifts

as well as a corsage from her friends in the department.

Walter Bissett (meats) has been absent from the department through illness. We hope to see him back again soon.

Annette Witrowich (meat office) is also on the sick list this month. Hope you are feeling better soon, Annette.

Joedy Palmer, former Eatonian and crack golfer now residing in Vancouver, visited Winnipeg on his vacation this year. We hear that he gave his Pop (Mr. J. E. Palmer, sporting goods) a trimming in a golf game. Is this true, Mr. Palmer?

\* \* \*

## FOURTH FLOOR



On Wednesday afternoon, September 10th, the fur department held another semi-annual golf party at Norwood Golf Course which turned out to be a howling success. Prizes consisting of golf balls and chocolates were given away for low

and high hidden holes. There were, of course, more high scores than low scores. Golf balls were won by Mr. R. Mathias, Mr. Hull, Mrs. Coll- yer, Miss Turner, Mr. Haddon and Mr. Johnston. Mr. Patterson, our furier, was awarded a golf ball for being the player not likely to succeed. Chocolates were won by Mrs. Irvine, Miss Spurway and Mrs. Bowman. Mr. Norm Taylor made the presentations. Refreshments were then served and Miss Billman is to be highly praised for the beautifully prepared buffet lunch. After supper dancing and community singing were entered into with great gusto.

We have a few house-warming parties coming up this fall and winter and everyone is looking forward to a few more evenings of fun and laughter.

Miss Lillian Gray (millinery) is leaving on September 20th to be married to Mr. T. Taylor. Best wishes to Lillian and her husband.

Freda Morrish (beauty parlor) is another happy bride-to-be. Freda is leaving us on September 20th.

\* \* \*

## FIFTH FLOOR



Wilf Saunders (children's shoes) was presented with a large and lovely console mirror by his associates as a reflection of their congratulations and good wishes on becoming a ben- edict. Mr. Jack Gargett,

head of department, did the honours. A stag was also held in Wilf's honour at the home of Holt Boyd.

Wilf's marriage to Miss Doris McBryde, daughter of Mr. Tom McBryde (head of department, men's furs), was solemnized at First Presbyterian Church on Monday, September 15th. A reception followed at the Marlborough Hotel. (See Page Twenty-Nine for Picture)

\*

## Cash Office Honours Three Brides

Misses Winnie Bannerman, Ruth Myers and Eve Lesewick, three brides of September, received gifts and best wishes from their supervisor, Mr. L. E. Summers. Winnie and Ruth were presented with reveré ware, while Eve received a lovely lace luncheon cloth. We wish these girls much happiness in their married life.

\*

Miss G. Swanton (juvenile) has been transferred to the Brandon store. Grace will be greatly missed by her fellow employees.

We are sorry to hear that Miss Gwen Clarke (juvenile) has been ill for the past two weeks. We hope you have completely recovered by now and are back with us again.

To Mr. and Mrs. H. Johnston (nee Maisie Firth, budget plan office), a daughter, Gail Arlene, born August 22nd.

The wedding of Miss May Stones was an event of September 20th. The department presented May with a lovely mirror as a "reflection" of their best wishes.

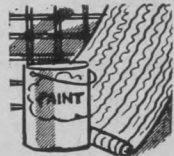
Mr. Harold Rodgers was presented with a chime clock by the staff on the occasion of his marriage which was celebrated September 6th.

To Mr. and Mrs. G. McLeod, a daughter, Heather Joanne, at Grace Hospital, August 26th. Greetings, little stranger!

\* \* \*

## SIXTH FLOOR

Joan Moxley (expense office) was presented with a lovely pen and pencil set on leaving the store to live in Montreal. Good luck to Joan on her new venture!



Margaret MacIvar (sales office) is leaving on October 4th to be married to a policeman—or should we say sentenced for life?

We hear that Mr. H. M. Reid (stock audit) is expecting visitors from the South. Is this true, Mr. Reid?

\* \* \*

## GENERAL OFFICE NEWS

By Muriel Purdie

The first item of interest to report in this month's news around the general office is Doreen Squires's wedding, which is reported below:

## KNIPE—SQUIRES

Nuptial vows were exchanged August 22nd at 6.30 p.m. in Atlantic Avenue United Church, when the Rev. Frederick Roberts united in marriage Doreen Squires (general office) and Jack Knipe. Miss Julia Squires was maid of honour for her sister. Doreen also had two other attendants.



## CONTACTS

### SIXTH FLOOR (Continued)

The bride wore a white satin gown. The fitted bodice, fashioned with a low draped neckline, had off-the-shoulder cap sleeves trimmed with French lace. The lace also outlined the draped apron effect of the bouffant skirt which swept into a regency train, edged with tulle ruching. A sequin-trimmed coronet held her lace-edged veil. She carried a bouquet of red roses.

A reception was held at the Marlborough Hotel. Mr. and Mrs. Knipe left on a wedding trip to Vancouver. They will reside in Winnipeg.

Welcome back, Pete Buote, after a long absence—and here's hoping you continue to keep well.

Gwen Liddel left the office on September 5th to take a missionary course in Minneapolis, Minn. The very best, Gwen!

Another diamond made its appearance in the general office on September 9th, worn on the third finger, left hand, of Ethel Murray. The lucky fellow is Bob McDougall. Sincere congratulations!

Sorry to report that Bill Powers (correspondence) and Bert Henderson (mail order receiving room) are still on our sick list. We hope you both will be feeling much better in the near future.

That's all for now, folks!

\* \* \*

### GOT A MATCH, CHUM?

Almost 600,000 matches are struck every minute of the day in the United States.

\* \* \*

### SEVENTH FLOOR



There was much excitement in the wages office on September 8th, when Margaret Whitehill produced a lovely diamond. When is the big day, Margaret?

Our best wishes for a speedy recovery go to Theda Band (wages office), who is ill in the hospital.

The radio department is happy to welcome two new members, Belle Nellis and Doris Brockwell.

Estelle Hussey is back to work again in the record counter after a leave of absence. Nice to see you again, Estelle.

No wonder Joyce Cook (record counter) is happy these days. Who wouldn't be, with a lovely new diamond ring on her third finger, left hand?

General audit also welcomes a new member to its staff: Mr. Ron Anderson.

It seems that in last month's Contacts we had Mildred Burton (electricals) engaged to two men. Tsk, tsk! Sorry, Mildred! Mildred's husband-to-be is Bob Laivendahl—and to keep the record straight, Margaret Brennenstuhl is engaged to Fred Wickens. Bless you, my children?

We are happy to announce the engagement of John Verhoef Jr. (electricals) to Vera McLennan (general audit).

Thirty-Eight

Miss Marjorie Spencer (bedding office) became the bride of Mr. Nels Stravenjord at St. Matthew's Anglican Church on September 13th. Presentation of a console mirror and bedding was made by Mr. Carpenter. Marjorie's husband is a member of the R.C.M.P. He got his girl!

Elsie Unrau (budget plan office), now Mrs. John Alby, was presented with an electric iron on leaving the store. Elsie's husband is a chef. I wonder who will be doing the cooking!!!

(See Page Thirty for Pictures)

\* \* \*

### EIGHTH FLOOR

Mrs. Eileen Richardson (western buying office) has been on the sick list for some time. Here's hoping you are back with us soon, Eileen!



The girls of the sales audit had a shower for Miss Philma Paddock, who left to be married August 23rd to Herbert Bray. Linens were presented to the bride-elect. Best of luck to Philma and Herbert!

\* \* \*

### EATONIANS' RIDING CLUB

Members of the Riding Club held a ride and corn roast on September 18th. The riders split into two groups then later met at Norman Bailey's home for a corn roast and sing-song. The only mishap of the evening was when Norm fell over the guitar while going upstairs. (Maybe that would account for the flat string.) Who was the young lady with the sore knees (?) knees that didn't ride? We have a message for all you horse lovers. Do not put your jodhpurs in moth balls as we are going to be very active in the coming season.

\* \* \*

### ELEVATORS

Nell Marawski was a very happy girl on Thursday morning, September 18th, when she proudly displayed a flashing diamond just received the night before. Nell's future husband is a fireman and her heart's aflame!

\* \* \*

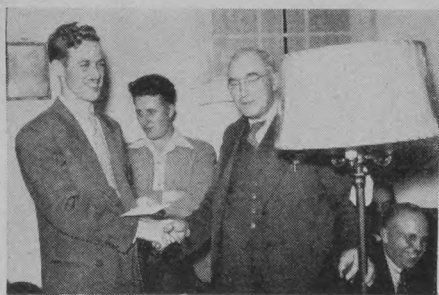
### IT'S A DARE, JIMMY!

Visiting at Ninette during her vacation, "Terry" (Therese) Charlesworth (elevators) is seen in the picture with Jimmy Sewell (elevator staff), who is a patient at the sanitarium.

(Apparently Jimmy dared "Terry" to give Contacts the picture, and, of course, "Terry" just couldn't refuse a dare!)

Glad to see you looking so much better, soldier!





### FOGG-CUMMINGS

Seems to be quite a celebration going on here, the guest of honour being Gordon Fogg of the electricians' department. In the picture chief electrician John Verhoef is seen presenting Gordon with a handsome trillite lamp—a gift from his co-workers on the occasion of his marriage which took place September 20th. The bride was Doreen Cummings, a R.N. which means Gordon will receive the best of care.

The presentation was made during a surprise party for Gordon at the home of Arnold Cooper, Portland Avenue, St. Vital.



Mrs. McGowan (nee Pat Nutter) with mother and dad.

### McGOWAN—NUTTER

Wedding bells rang out for little Pat Nutter (juvenile department) on Saturday, September 13th, at Knox United Church. The lucky bridegroom was Bob McGowan.

A shower was held at Jean Murray's, Waverly Street, in Pat's honour when the girls of the department presented her with everything but the kitchen sink. (No foolin'.)

On the day of her departure, Mr. C. S. Carswell presented Pat with a steam iron on behalf of the department.

### HI YA, DADDY!

Our roving photographer, Ernie Morey, visits most of the departments in his rounds taking pictures of brides, bridegrooms, quarter-centuryites and other events recorded in this magazine. However, on Wednesday, September 3rd, he didn't have to travel very far. Why? Because all the gang of 1764 department had decorated the popular Ernie's desk. It was complete even to the "stork," who evidently waited over until the following day after delivering a baby boy to the General Hospital the night before. The snap at left not only shows the desk but also Robert Ernest Morey looking on. Says Robert: "I'm only one week young in this picture, but just you wait!"



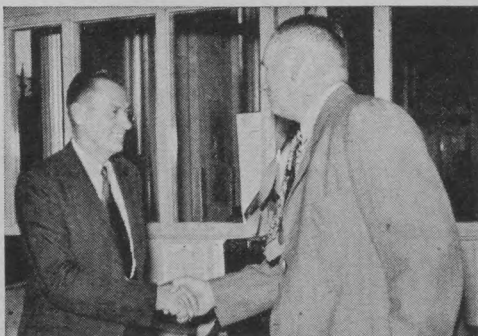
### Best of Luck To a Grand Fellow!

## Bob Thornhill Off To California

In search of that most precious of all gifts—good health—Bob Thornhill, mail order operating, bade goodbye to his associates on Saturday, August 2nd, and plans to live in sunny California.

To show Bob in some measure just what they think of him, he was "loaded with loot" by his legion of friends around the "mail."

In the picture Mr. Jim Johnson, supervisor, is seen wishing Bob god speed and the best of luck as he presents a travelling case on behalf of Bob's associates. A stag evening also was arranged in this popular Eatonian's honour at the Civic-Caledonian Club. Here Bob received a pen and pencil set and a trunk "loaded with good wishes." And just for safety's sake against California's reputed sunshine—a bottle of sun tan lotion. Here's hoping the movie moguls in Hollywood will grab another good looking Canadian.





Top Row—Left: E. Wellheiser, Johnny Kulack, Joe Guay, Bert Bemister on twelfth green. Centre group: "Photographer McKay" gathered most of the gang for this shot, but a few were still looking for lost balls. Right: Laurie Dusing, Frank Artiss, Charlie Spearing, Holt Boyd on eighteenth green.  
 Second Row—Left: Bruce McGregor, Johnny Sutherland, Bob Ramsay, Bert Walters on twelfth tee. Right: Jeff Still on a hill, or "bunkering" on eighteenth fairway.  
 Lower Left—Dinty Moore, Gordon Walker, Tony Evans, Doug Plant on eighteenth green. Lower right: Jack Hanna, Harry Bell, Don Clark, Jim McClure on tenth tee.

## EATON'S SHOE-MEN'S GOLF CLASSIC

Elmhurst Golf Club was the scene of a get-together of the shoe departments on Wednesday afternoon, September 3rd.

Seven well-matched foursomes tee'd off, and from first comments of the various competitors, a new course record was in the making. At the end of the first nine holes, the boys adjourned to the club house to compare scores and for a brief respite. However, at the end of 18 holes, the winners of the shirts were Jim McClure (basement shoes), low gross; Charlie Spearing (shoe repairs) low net. Runners-up: Toni Evans

(men's shoes) second low gross; and Doug Plant (women's shoes) second low net. Hidden hole prizes for the first nine and last nine were evenly distributed amongst the field.

The golfers topped the day off with the presentation of the prizes in the club rooms and then disappeared to the 19th hole to rehash and re-fight the "if I had only" battle of the day. Walter Anderson, of women's shoes, was in charge of the score board and was a big committee of one. Mickey McKay took pictures of this event.

### Eaton Men's Bridge Club

Election of officers will be held on **Friday evening, October 3rd**, at 5 p.m. (Educational office.)

### Jimmy Carberry Now in Somaliland

Writing from British Somaliland, Africa, Lieut.-Col. James Carberry asks us to change his address on Contacts mailing list. A Winnipeg boy, "Jimmy" Carberry was formerly with the men's clothing department. He joined the British army shortly before World War II, and at only 28 years of age he became a lieutenant-colonel. Before moving to Somaliland, he was stationed at Addis Ababa, Ethiopia, for several years. Old friends at Eaton's salute you, sir!



## Seen and Heard in the Mail Order

By M. Ominski and T. Scott



Genial Hector McMillan of mail order packing, celebrated his 35 years of service with the Company on August 20th. Congratulations, Mac!

That extra special smile on the face of our Esther Engborg the other morning was caused by the lovely diamond she received from Howard O'Shaughnessy. Lots of luck, Esther and Howie.

Margaret Smallwood has left us to take up a new position in Calgary. The girls of the department gave Marg a mantel radio as a parting gift.

We send best wishes for a speedy recovery to our Mary Ominski who is recuperating from an operation. We hope to see you back with us in the very near future, Mary.

A beautiful occasional chair was the department's gift to Eva Scott of the money returns, who celebrated her quarter century on September 4th. On the 3rd of September Eva was guest of honour at a dinner at the Homestead where she was presented with a lovely hand-bag and nylons from the girls of the department.

August 23rd was the happy day for Ann Valka of mail order packing, who left to be married to Edward Barron. Among her gifts were a hassock from the girls and linen tablecloth from the department.

The mail order packing can boast a beaming bridegroom this month. Gordon Campbell of the third floor, was married to Joyce Anderson on September 6th. Joyce is the daughter of G. B. Anderson of the above department.

Two beautiful corsages were seen on September 13th, one belonging to May Wityshyn who left to be married to Mike Sowa, and the other to Elsie McKane who will marry Alfred Remillard. May was presented with lamps and a toaster and Elsie received a silex from the girls and blankets from the department.

Doris Lucht, mail order money returns, was presented with a writing case and a ring on September 13th. Doris has gone to Vancouver to live.

Congratulations were in order on September 16th as that was the day of Mr. John (Scotty) Thom's 35th anniversary with the Company.

\* \* \*

By L. Busse



Mr. Phil Benest (formerly mail order carpets) left Winnipeg at the beginning of August and spent a short time in Chicago before sailing from New York to Jersey Island. Glad to know that he has arrived safely.

Miss Helen Aitken, farm implements department, left August 23rd to become the bride of George McAuley.

On arriving in the morning Helen discovered her desk prettily decked with pink and white streamers and a tiny bride and groom doll set which added a more festive note to the occasion.

On behalf of the staff, Mr. H. B. McIrvine presented the excited bride-to-be with a pair of all-wool blankets and a bedthrow.

\* \* \*

By J. Dougall and F. Anderton

The girls of the mail order draperies and friends held a shower in honour of Alice Smeall, a bride-elect of September 27th, at the Antique Tea Rooms on September 12th. Alice was given a satin-bound wool bedthrow. Her corsage was of pink roses and sweet peas. Our best wishes to Alice and Norman for the future.



Mrs. Margaret Shaw and Mrs. May Yule (draperies and cedar chests) left September 13th to sail on the Empress of Canada. They are going to visit friends and relatives overseas, not seen since before the war. The department extends their best wishes for a pleasant journey to you both.

The big bowling season is to open on September 27th for the Fifth Floor Bowling League. Hope to see our players out in full swing.

We are happy to report that Hilda Creek, a popular member of pictures, paints and wall-papers department, became the bride of Mr. Alex R. Nicol. The wedding took place on August 30th, at Young United Church.



Mr. and Mrs. G. Simpkins

Belated but none-the-less sincere congratulations and good wishes to Gordon Simpkins who was married to Miss Ivy Eikre at Minto Street Lutheran Church on July 12th. Following the ceremony a reception was held at the bride's home attended by a large number of relatives and friends. Best of luck, Ivy and Gordon.

A pat on the back develops character—if administered young enough, often enough, and low enough.



Mail order dress goods: The stork paid a visit recently to the home of Bea Healey in Sudbury (nee Mea Hardcastle of the department), and young Harold Jr. is doing fine.

We see by the Free Press that Douglas Charles Allen announced his arrival at Bird's Hill Fur Ranch, home of Denny and Kay Allen (nee Chapman).

A welcome visitor to the department was Ann Cameron, whose young son, Jimmy, captivated the hearts of all the girls.

Mrs. Dorothy Ellis, wife of Fred Ellis, has undergone an operation at Grace Hospital. Our best wishes for a speedy recovery.

Misses Jennie Wilson and Nell Mandzuk and Mrs. Eileen Taylor were joint hostesses at the home of Jennie Wilson, at a shower in honour of Miss May Bending, whose wedding to Mr. James Hall will take place on September 27th. The guest of honour was presented with kitchenware.

On September 20th, on the eve of her departure, Mr. I. Kilpatrick, on behalf of the staff, presented May with a beautiful mirror. Good luck and happiness to you both.

Miss Betty Sim, of staples' office, attended the Rebekah Assembly during the 121st annual session of the Sovereign Grand Lodge of the I.O.O.F. held in Winnipeg during the third week of September.

Jewellery repair: Best wishes to Miss Pearl Crowe for a speedy recovery. Pearl has been ill since August. We are glad to report that she is out of the hospital and progressing favorably.

Good luck to Earl Merrifield and Shirley Hobson who left recently for other positions.

Jim Kinley returned to work on September 3rd after an enjoyable motor trip to Calgary. Jim finished his quarter-century holiday relaxing at West Hawk Lake and claims "that is the life."

Wedding bells rang out merrily for Dorothy Robinson and Jack Shields who were married September 13th, at 7 p.m. in St. Phillip's Church, Norwood. On behalf of the department, Mr. Alec Cranston presented Jack with a torchiere lamp. Best of luck and much happiness to you both.

We welcome several new members to our staff, among them Mr. McKay from Australia. We trust that you all will enjoy your association with us.

Very proud are we of our department chief, Mr. W. Davidson (to a lot of folks, Bill), who made such a good showing in the Dominion Rifle Shoot at Ottawa in August.

\* \* \*

By E. Genthon, M. Carstens and G. Murray



Bright-eyed and raring to go was our petite blonde, Hazel Bailey, who, accompanied by her sister, Mrs. W. Tremlett, left for a vacation to the U.S.A. on September 6th. The office seems pretty dull these days, Hazel, sure looking forward to you coming back. Meanwhile, may things continue to be "hunky dunky," as you put it in your card.

Forty-Two

Glad to see Theresa Normandeau looking fit after a three-week holiday spent in Montreal.

Mr. Helgi Johnson has been receiving congratulations on the birth of a beautiful daughter, Patricia Gail, born July 31st. The mother was formerly Shirley Johnson of mail order copying.

The following were interviewed on return from vacations: Mabel Riddell—Surely had a swell time—yeh, a swell time—as flashed a brilliant diamond on that certain finger.

Ena Snell now appreciates the luxuries of a city home after three weeks in the bush and on the farm.

Jack Kellas: "Must be going blind as the Hi-Boys have asked me to umpire the finals."

Watch Contacts' next issue — big things cookin' around these here parts.

By J. Johnston

Juvenile sportswear: Congratulations to Mr. and Mrs. Arnold Neville on the arrival of their son, Kenneth Arnold, born September 2nd.

We are very sorry to report that Charlie Parkin is on the sick list. Here's wishing you a speedy recovery, Charlie, and hope that you will be back with us soon.

\* \* \*

By M. McDonald

Mail order correspondence: On September 6th Lil Irvine left us to become Mrs. Cliff Harper. Lil was presented with a tri-light lamp from the department and many other gifts from her friends. Lots of happiness to the happy bride and groom.



Molly McCurry gave us a lovely surprise when, on September 3rd, she announced her intended marriage to George Fithian. On leaving, Molly was the recipient of many gifts from the department and friends. She was married on September 17th, in St. Matthew's Anglican Church, and left immediately for Umatille, Oregon, where she is making her home. We all wish Molly and George the best of everything.



BETTY BAKER HONOURED

Mail order staples bid farewell, on September 19th, to Miss Betty Baker who is leaving to reside in Fort William. Miss Baker has been a popular member of the staff for several years and will be missed by her many friends. Mr. Egerton, on behalf of the department, presented Betty with a travelling case, and in the evening the girls held a dinner in her honour at Moore's, followed by a sing-song which made up in enthusiasm what it lacked in sweetness. Betty received an overnight case and everyone wishes her success and happiness in the East.

Mona Bell left to marry Wes Fiddler. The department's gift to her was a pair of lovely blankets. Mona had many friends and all wish her the best of luck. The wedding took place September 8th, in St. Patrick's church. Hi, hi, Mona, we'll see you soon, eh!

A shower was held for Ethel Fraser on September 15th at the home of Pat Gillespie. The bride-to-be was the recipient of a beautiful corsage and many lovely gifts presented by little Beverly Thornton. The room and table were very attractively decorated. Bingo was played, followed by a very tasty lunch. An enjoyable evening was had by all thirty-five guests, who wish Ethel much happiness.

By D. Slack

Mail order cashiers: We are pleased to see Miss Anne Prette in the city again and to hear that she is getting along so very well. We hope that she will have effected a complete recovery soon.

On leaving the department August 30th, Phoebe Oldfield was presented with many gifts including a gold-colored comforter from the department. Phoebe was married to John Hodgert at Holy Trinity Church on September 8th. Ivy McBurney sang at the wedding. "The very best of health, wealth and happiness, Phoebe and John."

Joan McNamara departed on September 13th to be married to Len McBride on September 18th. The wedding is to take place at Morris, Manitoba. On leaving Joan received a lamp from her business associates.

We are very pleased to hear that Mrs. Roy Carter (formerly Greta Briggs of the cash cage) became the proud mother of a baby boy, Douglas Roy, on August 2nd. Congratulations.

Who wears the countenance crimson with such becoming dash—particularly near elevators? Anybody know, Olive???

Helen Friesen has been transferred to the store. Best of luck, Helen!

We are glad to welcome back any of our old-timers. It's good to see them again!

By D. Hunt

Mail order copying: Bertie Zietler left on August 23rd to marry Robert Ellison of Los Angeles, Calif. Bertie received a gift of travelling cases from the department.

On August 30th Erleen Stevens left to be married to Gordon Beatty. The wedding took place at John Black United Church. Erleen received a gift of a bedthrow from the department, also many other gifts from friends.

Anne Jervis was married on September 3rd at Norwood Presbyterian Church. Anne will reside in Denver, Colorado. Her gift from the department was linen and other various items. Mary McPhail left mail order copying on August 23rd to take up nursing. She was presented with a makeup kit and compact. Lots of luck, Mary.

By H. Roome

On August 21st at the Antique Tea Rooms the girls of mail order complaints and postal investigation entertained at a dinner in the honour of Edith Knight, a bride-elect of August. The guest of honour was presented with a tri-light lamp on behalf of her friends.

Edith, on leaving the department, was presented with a pair of blankets and other gifts. Best of luck and good-wishes to you both, Edith and Bob.

The wedding of Lois Didmon to Walter Green took place in Charleswood United Church on August 31st. On leaving, Lois was presented with a lamp from the department and many other individual gifts. Best of luck, Lois and Walter.

By M. Greenwood

Mail order exchange: Congratulations to the dream-eyed girl, Ada Manchester of our department who received a lovely diamond. The lucky man is Charlie Jenner of the printing plant.

Cupid did it again—what girl in the department is going around with stars in her eyes and a lovely ring on her finger—you guessed it—Ethel Fraser.

There is also a man going around with lights in his eyes and no wonder. That's right, it's Allan Brazier, and the cause of it all is Ethel Fraser. Good luck to you both.

\* \* \*

By N. Joyce

Candy Factory: It's a girl for Harold Rothwell and his wife. The young Miss arrived August 27th, weighed 6 lbs. 5 ozs. and is named Wendy Elizabeth. Congratulations to the happy family.



An engagement ring sparkled on the all-important finger of Edith Cook on September 3rd. The lucky man is Peter Smith—at this writing they haven't made any definite plans.

Mr. Douglas Allen, who left the Company recently, was presented with a pen from the department. Good luck at the new job, Doug.

When Mrs. Mary Jansen left to make her home in Vancouver recently, she was presented with a travelling case.

By M. Scott

Mail order hosiery: A luncheon was held at Moore's in honour of Bernice Smith. A presentation of a rose and blue-coloured bedthrow was made on behalf of the 24 guests.

On leaving the department, Bernice was presented with a satin bedspread as well as a number of personal gifts. Saturday, September 27th, at Holy Trinity Church will be the important day for Bernice and Richard (a late member of the R.A.F.).

We wish you both the very best and sincerely trust Richard will like our Canadian weather. So good luck, kids!

On September 6th Evelyn Bailey and Glyn Morris were presented with a case of flatware from the boys and girls of the china, mail order. Their wedding took place on September 16th. In honour of Evelyn, the girls held a miscellaneous shower at the home of Miss Bailes.

To top all this excitement, Miss Jessie Gray surprised us with a sparkler on that certain finger. Congratulations, Jessie!



# CONTACTS

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Editor: W. E. C. HURLBURT  
City Advertising



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## A SPORTING PHILOSOPHY

Whether you die—or whether you live—  
As the wheel of fate is spun,  
If you give the game all you have to give,  
Why bother about who won?  
The score tells only a minor part  
When you come to the best of it.  
If you have the head and you have the heart,  
Who cares about the rest of it?  
—New York Sun.

## PEARCE—HUMPHAGE

On Tuesday, September 2nd, the girls of the mail order notions and fancy goods gathered at the home of Miss H. Simpson to honour the department's latest bride-elect, Miss Betty Humpage. The evening was spent in a real old-fashioned gab fest interrupted only by the presentation of a bedthrow and sheets. A very enjoyable evening!

Next morning our Betty's business associates grouped around her gaily decorated table as Mr. D. S. Marshall, first assistant, on behalf of departments 22 and 24, presented Betty with a pair of blankets and outlined the esteem in which she is held. He also expressed the view that, although she was leaving behind the task of filling her mail, she would still have to fill her male three times a day. (Hope she can cook!)

On Saturday, September 6th, at Young United Church, Miss Betty Humpage became Mrs. Raymond Pearce. The happy bride and lucky groom left for a honeymoon down east.

WATCH FOR DATE!

## EATON RIDING FALL DANCE

Announcement on Time Offices  
Notice Boards

F-O-R-E!!

## Calling All Our Golfing Gals!

The Eaton Women's Golf Club will hold their **annual dinner, wind-up and presentation of prizes at the Fort Garry Hotel on Wednesday evening, October 15th.**

Remember the date, girls, and keep it open—**October 15th!**

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## In Memoriam



### MISS CELIA CAMPBELL

The passing of Miss Celia Campbell at Toronto on September 18th is mourned by a large circle of friends and Eaton old-timers in Winnipeg and west.


Miss Campbell was an Eatonian for 28 years, latterly as assistant in the juvenile department here. She retired in June, 1939, beloved by all for her womanly qualities and capacity for friendship.

Surviving are four sisters, Mrs. C. Dunham, Calgary; Mrs. N. Davies, Mrs. W. Slanker and Miss Minnie Campbell, Toronto; and a brother, William, in London, Ont.

### MRS. THOMAS BURNS

The heartfelt sympathy of all ranks goes out to Mr. Thomas Burns (group manager, staples and bedding) in the loss of his beloved wife, the former Rebecca Edith Laird, who passed away on Monday, September 22nd.

Besides her husband, Mrs. Burns leaves one son, Murdoff, at Ottawa, Ont.; a daughter, Florence Mary, at home. Also surviving are Mrs. Burns' mother, Mrs. Eliza Laird of Wawanesa, Man.; four brothers, William and Bob of Winnipeg, and David and Albert of Vancouver, and two sisters, Margaret of Wawanesa and Annie in Ireland. To them also we extend deepest sympathy.



**We extend our deepest sympathy to the following Eatonians who recently lost someone dear to them:**

#### IN THE LOSS OF A FATHER

Mr. W. G. Thomson (children's shoes)  
Miss F. Spice (mail order packing)  
Mrs. N. Wells (misses' dresses)  
Mr. G. Brown (men's and boys' wear)  
Miss D. Webber (notions)  
Mr. B. Evans (economy self-serve garments)  
Mr. L. Battaglia (customers' decorating)  
Mr. R. Martin (elevators)  
Mrs. Ebbitt (sportswear)

#### IN THE LOSS OF HIS WIFE

Mr. A. Moore (customers' decorating)  
Mr. E. Laxdal (delivery office)  
Mr. M. Smith (budget plan)  
Mr. C. Horsfall (delivery office)

#### IN THE LOSS OF A MOTHER

Miss L. Scott (candies)  
Mr. R. Davis (customers' decorating)  
Miss I. Davis (mail order copying)  
Miss E. Dancer (mail order money returns)

#### IN THE LOSS OF A BROTHER

Mr. J. Davis (sporting goods)  
Miss M. Pownall (mail order copying)

#### IN THE LOSS OF A SISTER

Mr. H. Bannick (head cashier's office)

#### IN THE LOSS OF A SON

Mr. A. Paul (customers' decorating)

#### IN THE LOSS OF AN INFANT

Mr. G. Hargraves (elevators)





## Originals from Paris and London

*Everyone of Fashion Significance  
for Fall, 1947*

- Presented by Eaton's in September during a series of tea and supper showings that were a complete "sell out."
- The five featured here are from a collection of twenty-nine Paris Couture models which, with ten originals from London, were flown direct to Winnipeg by air express.

THE **T. EATON CO.** LIMITED  
WINNIPEG CANADA